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The Canadian FURNITURE WORLD AND THE UNDERTAKER

10 STRATFORD
KITCHENER
TORONTO

Furniture
EXHIBITIONS

EXTRA
LARGE
DISPLAY **22**

Toronto, January, 1921

Published by The Commercial Press, Limited : : 51 Wellington West, Toronto

THE GENDRON MFG. CO., LIMITED



At Toronto Furniture Exhibition

36-38 King St. West

will show the trade a very wide range of goods that are always in demand.

Strollers, Carriers,
Baby Carriages,
Reed Furniture,
Baby Sleighs and Sleds

Visit us at the big show, our salesmen always in attendance.

THE GENDRON MFG. CO., LIMITED, 137 Duchess Street TORONTO

An Announcement

The Elmira Furniture Company, Limited, wish to announce that the Elmira Line will be exhibited in the Zinkhan Furniture Store, Queen Street South (opposite the Walper House) during the

The Elmira Line

Kitchener Furniture Exhibition

January 10th to January 22nd

Where special prominence will be given to our new lines of Living Room Furniture. Furniture dealers and friends in the trade are invited to call and inspect our display.

THE ELMIRA FURNITURE COMPANY, LIMITED

ELMIRA - ONTARIO

STRATFORD FURNITURE

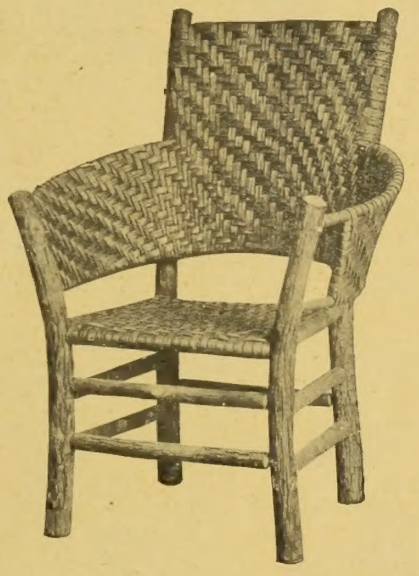
Stratford Furniture Exhibition

January 10th to January 22nd

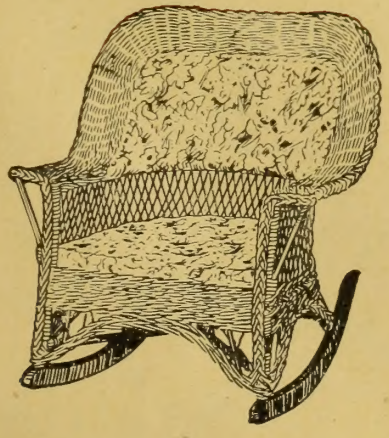
We extend a cordial invitation to all furniture dealers to visit our showrooms during the Stratford Furniture Exhibition. The most attractive showing of our product that we have ever had will be on view at the

Kindel Bed Building

Lunch will be served as usual at the Imperial showrooms.



New Designs in REED Furniture



Many new patterns in Reed Furniture and some particularly distinctive designs in the Old Hickory Line will be prominent in this exhibit. For the sunroom this winter or the porch next summer they will prove their value and utility. Their style as well as their quality of construction and finish will appeal to the discerning buyer.

Come and see our attractive display. You will be more than pleased with your reception in Stratford.

IMPERIAL RATTAN COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD  FURNITURE

Stratford Furni

The Stratford Furniture Manufacturers extend a most cordial invitation to Furniture Dealers throughout Canada to visit their Annual Furniture Exhibition from January 10 to 22.

Here the products of the leading furniture manufacturers await your inspection—many new designs will be ready for this exhibition.

Ample hotel accommodation has been provided and everything possible will be done for your comfort and entertainment.

Come to Stratford this January—you will have a pleasant and instructive outing and meet many old friends and acquaintances.

Remember the Dates

January 10TH t

Stratford Furnitu e

STRATFORD

STRATFORD FURNITURE

ture Exhibition

Start the New Year with a determination to do more business. A visit to the Stratford Exhibition will acquaint you with ways and means of increasing your profits during 1921.

The ideas of merchandising, the knowledge and information you will gather will prove of real value to you.

Each factory will exhibit in its own showrooms where there is ample room to show the new patterns to advantage.

New designs in distinctive furniture for every room in the modern home are being prepared in Stratford factories, quality and value is represented here along with the latest patterns. Come to Stratford!

Remember the Dates

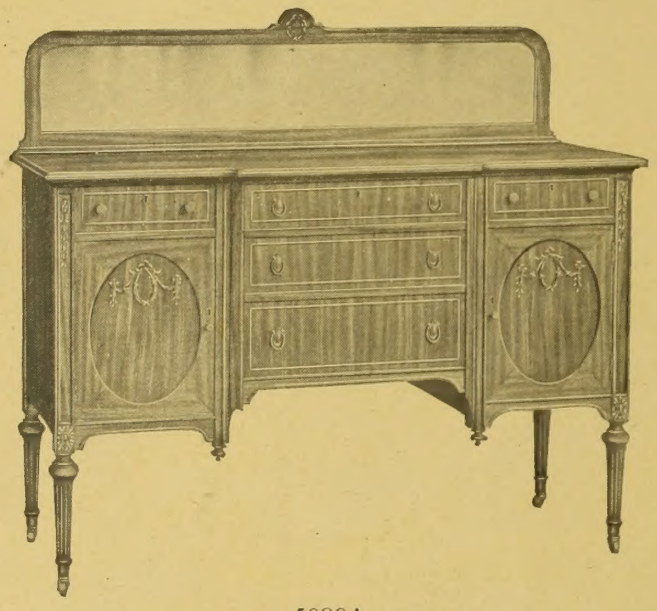
o January 22ND

e Manufacturers

ONTARIO

STRATFORD FURNITURE

Furniture of Character an



5090A

This exquisite Louis XVI Dining Room Suite is built in Mahogany and Walnut. The beauty of the design is greatly enhanced by careful attention to the smallest

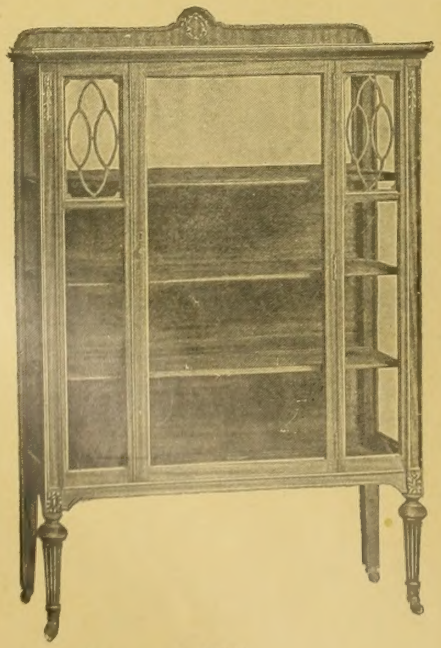
See the New McLA Stratford Furni

January 10

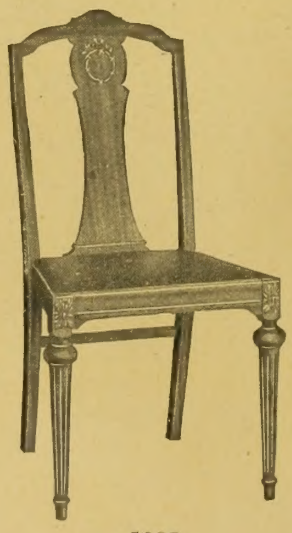
Dealers are invited to visit Stratford in January during the Big Furniture Show, at which the McLagan display will be one of the most important. The good qualities of McLagan Furniture are familiar to all Canadian furniture dealers, and we are

The McLAGAN

Stratford



5094



5099



5098

STRATFORD FURNITURE

d Distinction

details. It is impressive in its expression of character and dignity because of those little niceties of workmanship that permeate all the McLagan productions.



5090

GAN Designs at the ture Exhibition

th to 22nd

confident that you will be pleased with the new designs that we are offering.
All arrangements are made to take care of a much larger number of dealers than have ever visited Stratford at one time before.

Come to Stratford



5099A

FURNITURE CO. LIMITED

Ontario



5097

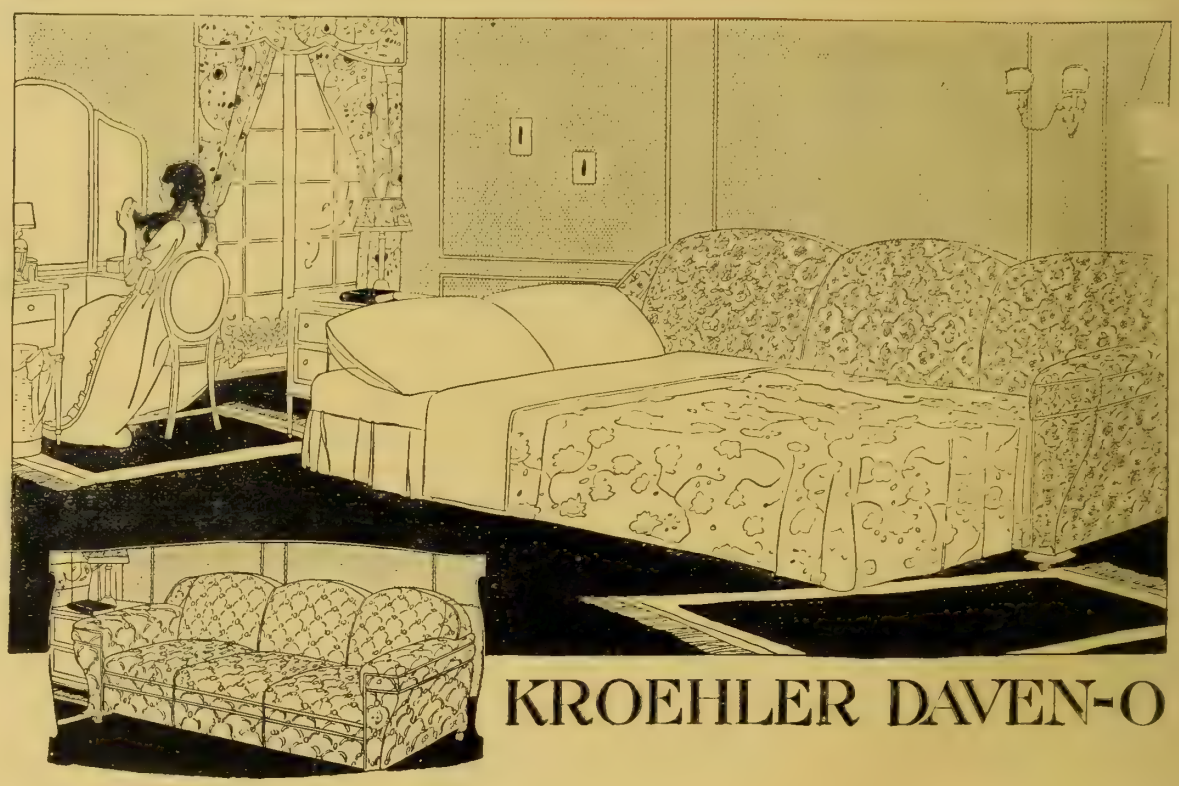


5092

STRATFORD FURNITURE

STRATFORD FURN

JANUARY 10th



KROEHLER DAVEN-O

The Stratford Furniture Exhibition offers an excellent opportunity to Furniture Dealers to see the new designs in all classes of modern furniture. The Stratford Furniture Manufacturers are particularly anxious for you to see their 1921 displays. The Kroehler display in the Kindel factory will be a large and impressive one—filled with new patterns in Living Room and Chesterfield suites.

BETTER FURNISHED HOMES

The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

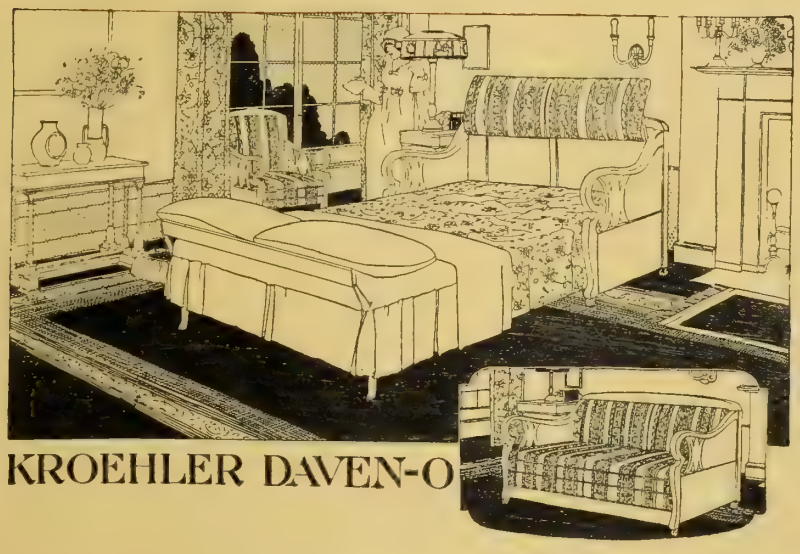
STRATFORD FURNITURE

ITURE EXHIBITION

JANUARY 22nd

Kroehler Daven-O Suites

Kroehler Chesterfield Suites



KROEHLER DAVEN-O

Superior in workmanship and finish they are built in period designs that are authentic interpretations of the masters. Every assistance is given to the Kroehler dealers—selling plans are formulated, and our extensive and consistent advertising campaign keeps Kroehler creations ever foremost in the public eye.

The outstanding features of these Kroehler creations are their exquisite beauty and superlative quality. It will prove well worth while to see our display.

Remember we are showing this year in our permanent showrooms in the Kindel Factory.

MEAN GREATER HAPPINESS

The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

STRATFORD
Furniture Exhibition

January 10th to January 22nd

WE will be looking for you during the Exhibition and hope you will not fail to visit us. A most hearty welcome awaits you at the Big Furniture Show.



The Farquharson-Gifford Company

Stratford, Ontario

Specialists in Davenport Beds and Livingroom Furniture

STRATFORD  FURNITURE

Globe-Wernicke
Sectional Bookcases

Superior workmanship, quality and high-grade material are only a few of the many points of merit which distinguish the display of Globe-Wernicke SECTIONAL BOOKCASES and FILING CABINETS at the

Stratford Furniture Exhibition
January 10th to January 22nd

We are showing Sectional Bookcases in nine styles of woods and in all finishes known to the trade. Also a complete new line of Sectional Filing Cabinets and as many new designs in Desks as we can have finished for the exhibition. It is an interesting display well worthy of your inspection.

We hope to have the pleasure of meeting many of our old friends and acquaintances in the trade during the two weeks of the exhibition, and we shall be glad to extend a most hearty welcome to all who visit Stratford.

The Globe-Wernicke Co. Ltd.

Stratford, Ontario

Originators of the Sectional Idea as applied to Bookcases and Filing Cabinets

STRATFORD FURNITURE



1691-5—Ann Diner. Leather Slip Seat

STRATFOR

Dining Roo

For the discriminating people of moderate income, who fill far the most profitable class of your trade, Stratford Chair and substantially constructed, its saleability is based not its representations of exceptional value. A live line which as to mean steady sales, and permanent patronage.

THE STRATFORD

STRATFORD



679 Buffet

Stratford Furniture EXHIBITION

January 10th to January 22nd

A most cordial invitation is extended to dealers and friends visiting Stratford during the two weeks of the Furniture Exhibition to call and inspect our display. A hearty welcome awaits one and all.

STRATFORD FURNITURE

D CHAIR

m Furniture

your store day after day, and who, after all, constitute by Dining Room Furniture is expressly built. Well designed only on appealing beauty and good quality, but also on will give satisfaction to your customers in such a manner



1651—Diner. Leather Slip Seat

CHAIR COMPANY

ONTARIO

Quartered Oak Only

Fumed, Golden, or Old English Finish



374—Extension Table

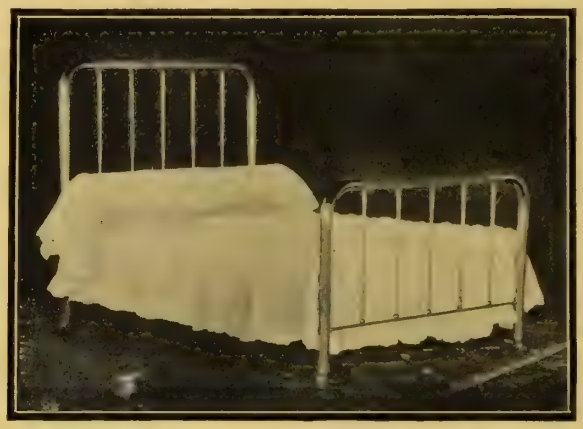


422—China Cabinet

STRATFORD FURNITURE

Stratford Furniture Exhibition

January 10th to 22nd



No. 358—Brass Bed

Every visitor to this Exhibition is cordially invited to view our new models for 1921. Brass Beds that are exclusive, attractive and solidly constructed. A quality line that will interest you. Our invitation is hearty and sincere and we hope that all who can possibly come will do so.

STRATFORD BED COMPANY, LIMITED

STRATFORD - ONTARIO

Stratford Furniture Exhibition

January 10th to 22nd

Those who have handled our line know its quality and merit. To those who have not we need only say that it will pay to see our display during the January Furniture Exhibition. Our line includes Lawn Swings, Folding Chairs, Camp Stools, Cots, Folding Tables, Childrens' Furniture, Lawn Chairs, Library Tables, Folding Screens, Pedestals, etc. Come to Stratford this January. We want every dealer to visit us at our factory. We shall be looking forward to meeting you. A hearty welcome and an enjoyable outing is promised you.

The STRATFORD MANUFACTURING CO., Limited

STRATFORD - ONTARIO



Malcolm Furniture Will Be The Leading Feature of the TORONTO FURNITURE EXHIBITION

A most cordial invitation is extended to all furniture men to view our display of Dining Room, Bed Room, and Library Suites. Furniture of quality and refinement, and without doubt the best aggregation of fine furniture ever exhibited by a Canadian Factory at one time.

ANDREW MALCOLM FURNITURE CO., LIMITED, Kincardine and Listowel

KNECHTEL

TORONTO FURNITURE EXHIB

JOHN KAY CO. BUILDING



No. 477—DINING SUITE (Queen Anne)

Walnut. Polish or Satin finish. Case tops, case fronts and gables are five-ply veneered. Drawer bottoms are walnut veneered. Posts, frames and other exposed parts are solid walnut.

¶ The Knechtel Furniture Co. cordially invite you to inspect their furniture display at the Toronto Exhibition. A supreme effort has been made in preparing our line for 1921, and you will see a magnificent showing of Dining Room and Bed Room Suites in period designs—an attractive and interesting assembly of achievements of master craftsmen engaged in the art of furniture designing. ¶ Every piece of this furniture is authoritative in its expression of the masterpieces in period designs and will exercise a sales-creating influence in any locality. Good furniture is economical furniture.

Better Furnished Homes

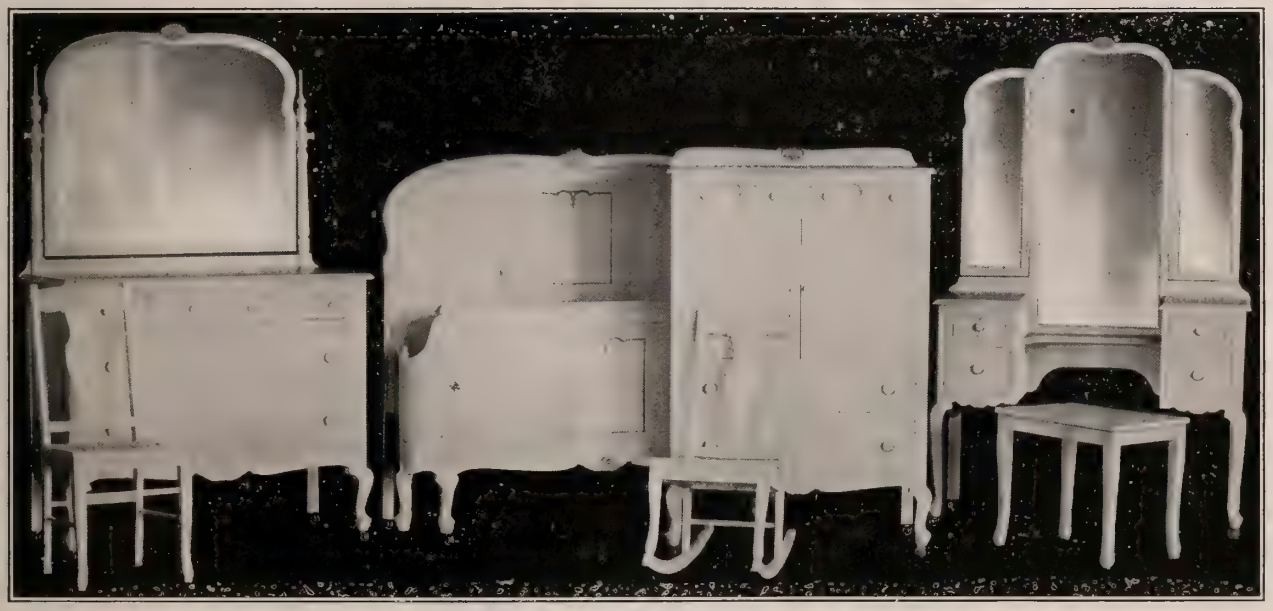
THE KNECHTEL FUR

HANOVER

FURNITURE

ITION—JANUARY 10th to 22nd

36-38 KING STREET WEST



No. 485E—BEDROOM SUITE (Queen Anne)

Birch. White or Ivory enamel finish. Plain British plate mirrors. Cast brass trimmings.

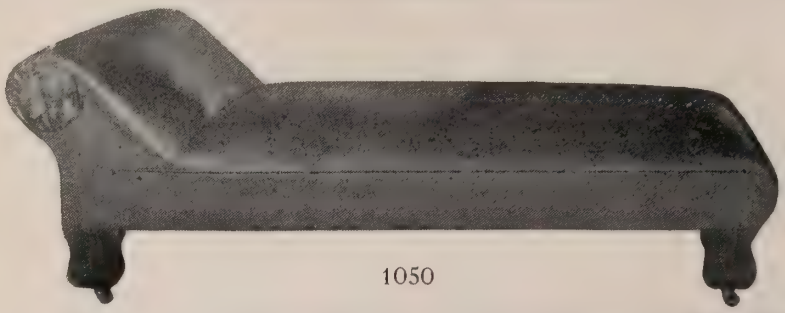
¶ Furniture of to-day is typified in these new Knechtel models, the essential characteristics of which are sturdiness of construction, utility, beautiful and serviceab'e finishes. Ideals of excellence in every department account for their superlative distinction and quality. ¶ It will be to your interest to see this display. We are located on the first floor of the John Kay Building at 36-38 King Street West. ¶ Toronto has every facility to enable you to have an enjoyable and instructive outing—good train service, good hotels, amusements, large furniture stores. We will do all in our power to make your visit both pleasant and profitable.

Mean Greater Happiness

NITURE CO., LIMITED

ONTARIO

Keep This Cut until you receive New Catalogue



1050

DON'T FORGET

Furniture Exhibition

AT OUR FACTORY SHOWROOMS:

645 King St. W., Toronto

Dealers are invited to call and inspect our line of imitation leather couches and chairs at our factory, where they can see the excellent construction of the frames.

Phone A. 883

Representatives Wanted

COMFORT MANUFACTURING COMPANY

Operated by DUNN & DAWES

645 King St. W., Toronto

Selling Agent R. W. MENZIE

EXHIBIT OF SILK SHADES

for FLOOR *and* TABLE LAMPS

Every furniture dealer visiting the Toronto Furniture Exhibition should see the elaborate display of silk shades at our permanent showrooms on the **Fourth Floor** in the **Purman Building, 263-267 Adelaide St. W.**

We have over 100 designs, made from the highest quality of materials, designed and executed by competent artisans.

You will find this the emporium for shades, and whether you are in the immediate market or not we believe a visit to our showrooms would be to your advantage.

PHONE ADELAIDE 7657

STANDARD SILK SHADES, LIMITED

Purman Building, 263-267 Adelaide St. West, Toronto

WE CAN SHOW YOU HOW TO MAKE

EXTRA PROFITS ON IRON BEDS

We manufacture Rebuilt Iron Beds equal to any Iron Beds finished in Canada, and we solicit a sample order from you.

Visit Our Factory while at the

Toronto Furniture Exhibition

WE WANT REPRESENTATIVES IN ALL PARTS OF CANADA

OXFORD BED CO. 7 Awde St., Rear 928 Dufferin St. (Next Dufferin Race Track) **Toronto, Ont.**

GOLD MEDAL LINE

We again extend a cordial invitation to visit the

GREAT
Toronto Furniture Exhibition
January 10th to 22nd

at the John Kay Building, 36-38 King Street West, where a magnificent collection of up-to-date Canadian-made furniture will be arranged for your inspection.

Our Exhibit

will be found on the 5th floor, consisting of

CHESTERFIELDS and CHAIRS
DIVANETTES and DAVENPORTS
LIBRARY TABLES and CHAIRS
"HERCULES" BED SPRINGS
"PURITY" MATTRESSES
STEEL COUCHES and CUSHIONS
GOLD MEDAL PHONOGRAPHS
RECORD CABINETS and BENCHES

The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE MONTREAL WINNIPEG

TORONTO FURNITURE EXHIBITION
JANUARY 10th to 22nd : : 1921

Sidway

WILL you be at the Furniture Manufacturers' Exhibition, Toronto, January 10th to 22nd? It will be a profitable visit to those who come. They will have the privilege of seeing the actual goods—a more interesting sight than mere pictures.

We will display our full line of Baby Carriages, Strollers, Sulkies, etc., and we cordially invite the inspection of visiting buyers. Our range of Reed Goods is most comprehensive and well worth the attention of every dealer.

Our Salesmen will be in attendance during the Exhibition.

SIDWAY MERCANTILE COMPANY
TORONTO : : : ONTARIO



Toronto Furniture Exhibition, January 10 to January 22

We extend a cordial invitation to all furniture dealers visiting Toronto in January to see our display of Chesterfield Suites and Easy Chairs on the Third Floor of the John Kay Building, 36-38 King St. West.

A representative showing of this attractive Living Room Furniture will also be on view at our permanent showrooms during the

Kitchener Furniture Exhibition, Jan. 10th to Jan. 22nd

De Luxe Upholstering Co., Limited, Kitchener, Ont.



The beautifying of our homes and public buildings has always found its completion in Statuary.

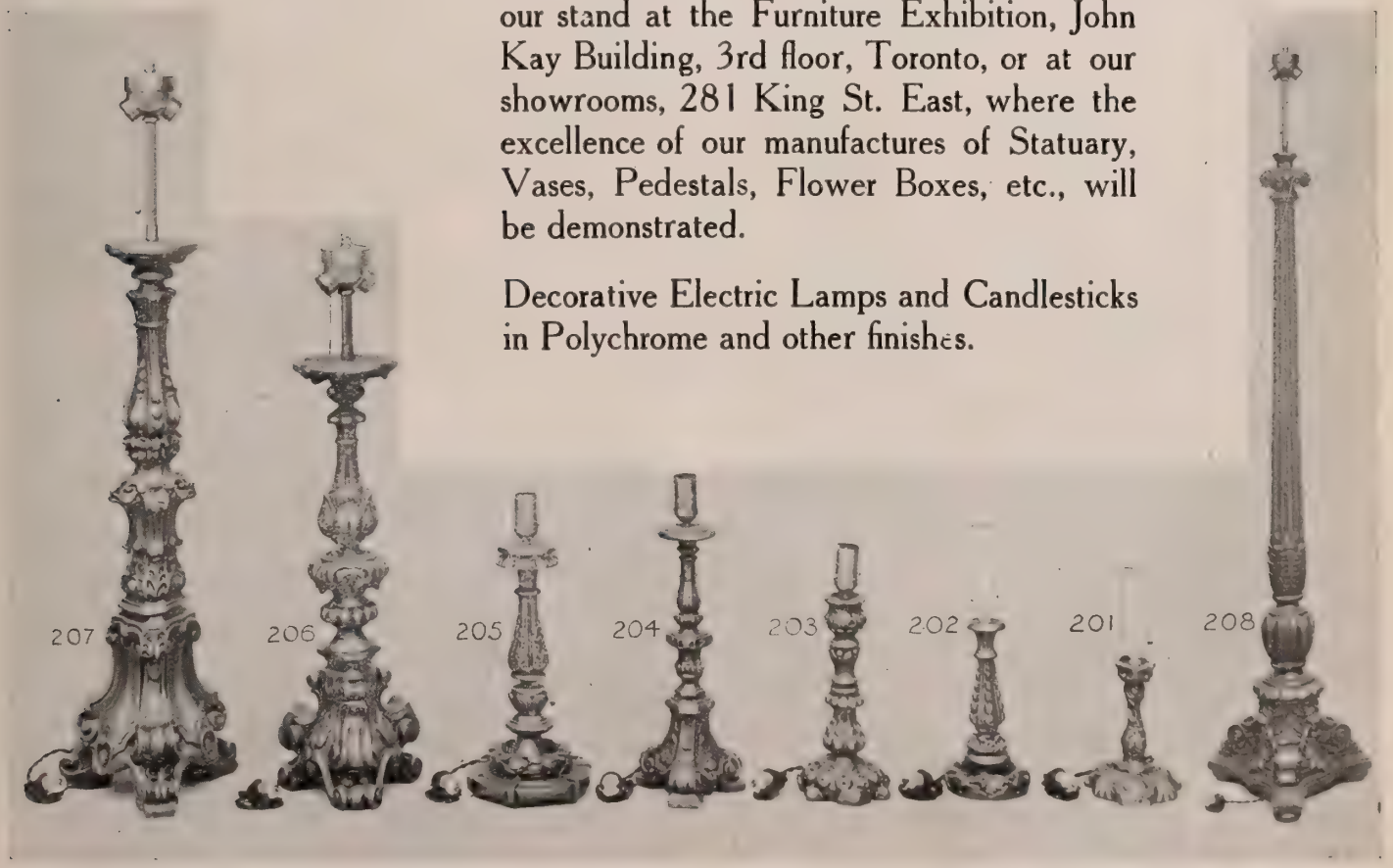
Florentine Statuary

in Bronze and Ivory finishes for home furnishing suggestions.



We cordially invite Convention visitors to our stand at the Furniture Exhibition, John Kay Building, 3rd floor, Toronto, or at our showrooms, 281 King St. East, where the excellence of our manufactures of Statuary, Vases, Pedestals, Flower Boxes, etc., will be demonstrated.

Decorative Electric Lamps and Candlesticks in Polychrome and other finishes.



Florentine Statuary Company, 275-281 King St. E., Toronto

Toronto Furniture Exhibition

January 10th to January 22nd

" Nothing But Tables—Tables Nothing But Right "

Meet us at the Toronto Furniture Exhibition. You will find us on the Fourth Floor, showing our new designs in tables for the dining-room.

We will also have some of the "Old Guard" of our line with us, and before placing your orders for tables it will be to your advantage to first see our Exhibit and compare values.

We will be very pleased to have you call on us, feeling certain that we can make your visit profitable to you.

LUCKNOW TABLE CO.

The Lucknow Table Co.
LIMITED
LUCKNOW - ONTARIO

LUCKNOW TABLE CO.



TORONTO
Furniture Exhibition

January 10th to January 22nd

Our exhibit of Mattresses, Springs, Pillows and Bedding will be displayed on the fifth floor John Kay Building, 36-38 King Street West. All dealers are cordially invited to this display, and you can be assured a hearty welcome.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

HESPELER
Furniture Exhibition
TORONTO and at HESPELER FACTORY

THE distinctiveness of Hespeler designing, and the thoroughness of Hespeler workmanship is strikingly reflected in the new creations we are exhibiting this January. We extend a cordial invitation to the trade to view our display at the Toronto Exhibition or at our permanent showroom in the Hespeler Factory. At the factory there will be shown some new designs in the white, owing to insufficient time to finish same.

A VISIT TO THE FACTORY WILL BE PREFERRED

The
Hespeler Furniture Co., Limited
Hespeler, Ontario



TOR

FURNITURE

Jan'y 10-

Andrew Gray Co., Owen Sound.
Arrow Bedding Co., Toronto, Ont.
Bell Furniture Co. Ltd., Southampton, Ont.
Beach Furniture Ltd., Cornwall, Ont.
The M. F. Beach Co. Ltd., Winchester, Ont.
Canadian Feather & Mattress Co. Ltd., Toronto.
Canadian Mersereau Co. Ltd., Toronto, Ont.
Coombe Furniture Co. Ltd., F. E., Kincardine, Ont.
Craig, W. J., Bentwood Chairs, Toronto.
Cutten & Foster, Toronto, Ont.
Dominion Brass & Iron Bedstead Co., Montreal, Que.
De Luxe Upholstering Co., Kitchener, Ont.
Florentine Statuary Co., Toronto.
Galt Upholstery Co., Galt, Ont.
Gendron Mfg. Co. Ltd., Toronto, Ont.
Gold Medal Furniture Co. Ltd.
Gibbard Furniture Co. Ltd., Napanee, Ont.
Guidall Co. Ltd., Toronto.
H. E. Furniture Co. Ltd., Milverton, Ont.
Hespeler Furniture Co. Ltd., Hespeler, Ont.
Irish, G. L., Toronto, Ont.
Ives Bedding Co., Cornwall, Ont.
Knechtel Kitchen Cabinet Co. Ltd., Hanover, Ont.

JOHN KAY
36-38 KING

Every inch of building will be filled with the best that can be offered by the Furniture Manufacturers of Canada. There has never been a stronger aggregation of the big lines shown under one roof than will be displayed for the January visitor. You will meet the big men in the furniture business, and talking and comparing notes with these men will be worth money to you.

TORONTO FURNI

Committee:

W. J. CRAIG F. R. HODGENS J. H. MEADE

ONTO

EXHIBITION

–22, 1921

CO. BUILDING
STREET WEST

Advance designs for season 1921 will be shown by the manufacturer. Original, distinctive and artistic designs such as have never been displayed in Canada before. Following is a list of exhibitors who will show their new designs for your consideration. It will be of great advantage to visit this show.

Knechtel Furniture Co. Ltd., Hanover, Ont.
Kilgour Davenport Co., Toronto, Ont.
Lea Trimble Mfg. Co., Toronto.
Lucknow Table Co., Lucknow, Ont.
Malcolm Furniture Co. Ltd., A., Kincardine.
Malcolm & Souter Furniture Co. Ltd., Hamilton, Ont.
Marshall Ventilated Mattress Co. Ltd., Toronto.
Montreal Upholstering Co. Ltd., Montreal, Que.
Morlock Bros. Co., Hanover, Ont.
Mundell & Co., John C. Ltd., Elora, Ont.
Musical Merchandise Sales Co., Toronto (Brunswick)
North American Bent Chair Co. Ltd.
North American Furniture Co. Ltd.
Owen Sound Chair Co. Ltd., Owen Sound, Ont.
Phillips Mfg. Co. Ltd., Toronto.
Phonola Co. of Canada Ltd., Toronto.
Reliable Mattress Co., Toronto.
Renfrew Refrigerator Co. Ltd., Renfrew.
Sidway Mercantile Co., Toronto.
The Roxton Mill and Chair Co. Ltd., Waterloo, Que.
Toronto Carpet Mfg. Co. Ltd., Toronto.
Watson Furniture Co. Ltd., J. B., Kincardine.
Windsor Furniture Co., Windsor, N. S.

TURE EXHIBITION

Hotel accommodation reserved for furniture trade—King Edward, Queens, Prince George and Walker House. Mention Furniture Exhibition when registering. Would advise reservations in advance at the hotel you prefer.

A Further Reminder of Our 1921 Line



No. 41052—A Rembrandt pastel by Chandler in toned antique and powdered gold burnish



No. 41239—Penelope, by Sir Joshua Reynolds—a hand-colored Gravure in novelty antique frame



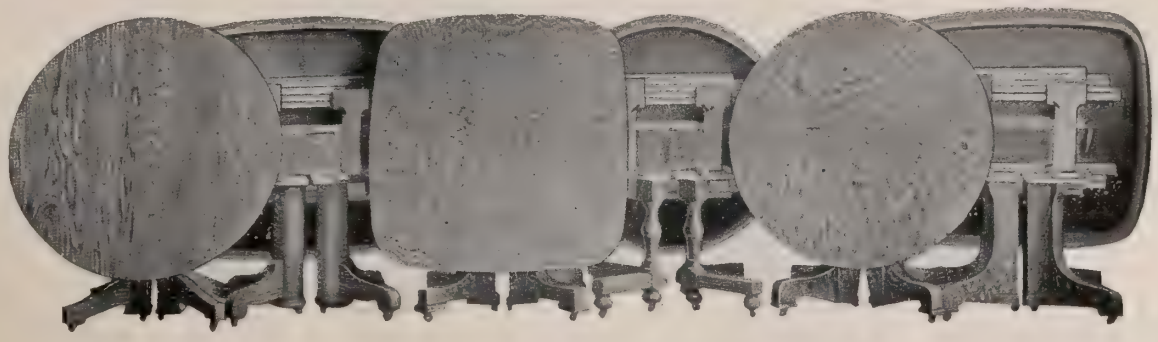
No. 41228—Air Castles, by Maxfield Parrish, in frame of harmonizing tone

These pictures, with many others of equal art quality, will be on view at the Toronto Furniture Exhibition. We invite you to the display of our full line of Framed Pictures, Mouldings and Art Novelties in our showrooms at the factory.

Our salesman will be on the road early in the year with a splendid array of new things. If you miss the Exhibition be sure to see the road samples. See them anyway.

PHILLIPS MANUFACTURING CO., LIMITED

258-326 CARLAW AVE. (*King St. East car*) TORONTO, ONTARIO



Twin Pedestal Tables Are Business Builders



Built for Service

Economy demands that you should stock such products that meet a large and continual need, steady sellers that will cut down your selling costs.

The "Twin Pedestal Table" is made from selected materials and is substantially constructed. The result is a table of such quality that its demand has grown year by year despite competition of cheaper lines.

Displayed in your windows or demonstrated in your showrooms, the MANY exclusive features of the Twin Pedestals immediately impress the customer—the style appeals—the beauty, value and utility convinces. Every table you sell is an introduction to more business, frequently turning casual customers into regular customers.

The BEST trade is won by the highest quality lines, and the progressive dealer who carries products of known quality and value soon wins pre-eminence in his locality. Let "Twins" work for you.

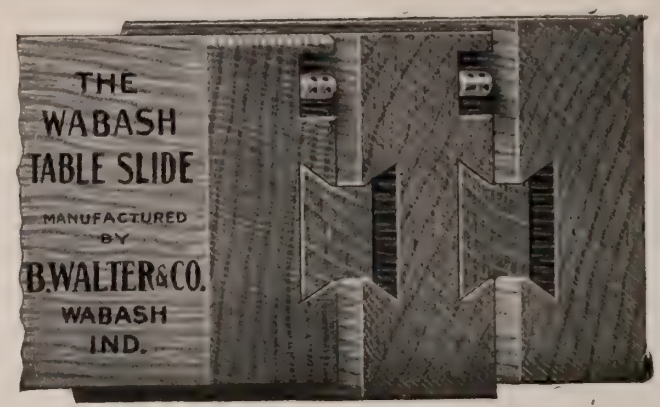
The Chesley Furniture Co., Limited

CHESLEY -:- ONTARIO

THE
HEART
OF YOUR EXTENSION
TABLE IS THE
SLIDE

YOUR TABLE IS
CONDEMNED IF THE SLIDE
DOES NOT WORK
PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES.
ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at
Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

ONE BIG SELLER—
IS OUR "B" CIRCASSIAN (Imitation Walnut on Basswood)

We are making a specialty of this moulding in order to combat the high price of Gumwood.

Notice the superior appearance of our flat finish over the cheap, gaudy gloss shown by some other dealers. **OUR PRICE THE LOWEST!**

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

SHAFER CEDAR CHESTS

Those who are familiar with good furniture will instantly recognize, in the neat design, the perfect finish and excellent construction of Shafer Cedar Chests, those characteristics which permeate furniture of quality.

Illustrated catalogue on request

D. L. Shafer & Co.
St. Thomas, Ontario



Have you written yet about our special gross lot offer?

The Profit in a "Peerless"

will more than repay you for the very slight sales effort needed to move it. But, even though it did no more than introduce a customer to your store, the sale of a

PEERLESS FOLDING TABLE

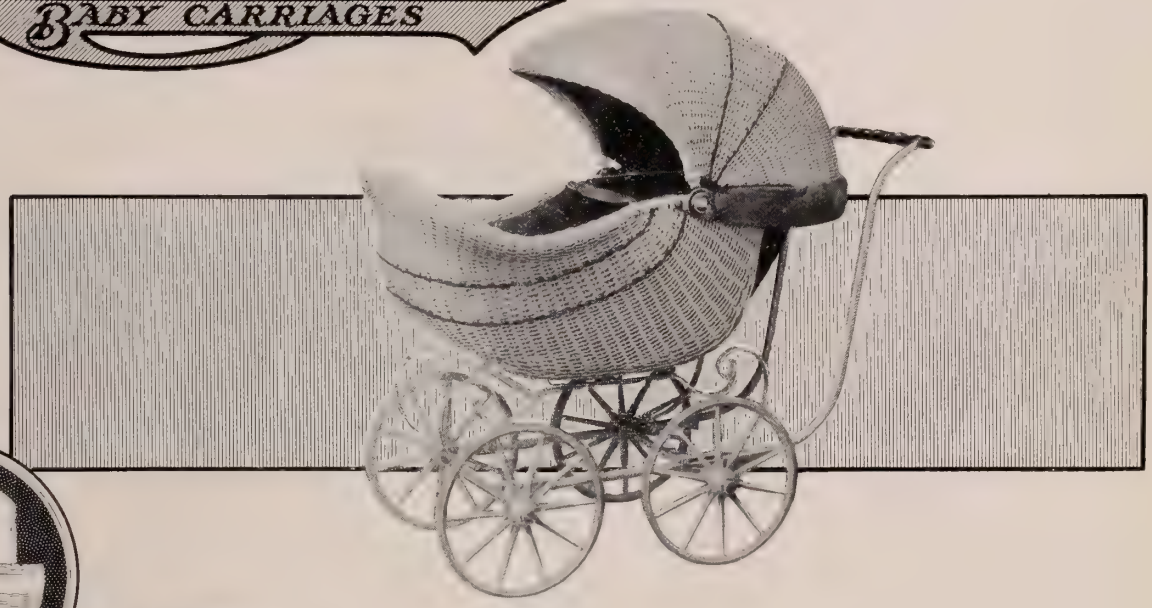
would prove profitable in the satisfaction of that customer and the long chain of sales opened up.

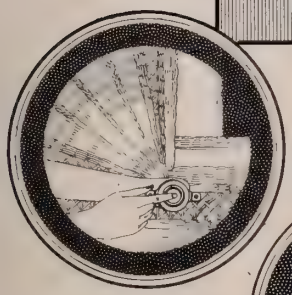
So many uses for a Peerless that everybody needs one.

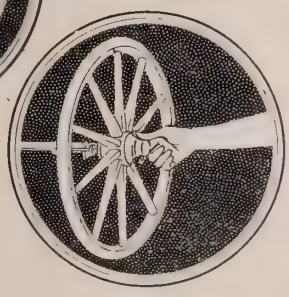
Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

Sturgis

BABY CARRIAGES







You'll Find Our Pullman Models Are Easy Sellers

These exclusive patented features are selling points which speed user sales. The Push Button Hood Adjuster alone wins the instant approval of mothers. The Push Button Wheel-Lock is an innovation you cannot afford to overlook. Sturgis features are REAL sales helps. Cash in on them.

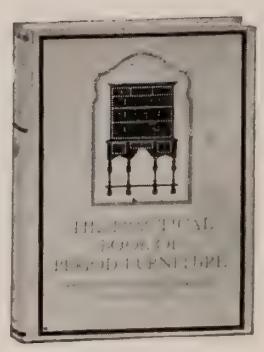
With bodies artistically hand woven from All-Genuine Imported Reed, with a Light-Weight Gear fully equipped with exclusive patented features, Sturgis Pullman Baby Carriages present a better buy for live-wire dealers.

Gondolas, Park Cars, Sulkies, and Steel Collapsibles of the Sturgis line are favorites with Mother. They are built with the ultimate user's comfort and convenience uppermost in mind.

Remember our new low-priced line when writing for particulars.

Sturgis Baby Carriage Co., Limited -:- 60 Sumach Street Toronto - Ont.

ALL DEALERS WHO WISH TO KNOW ALL THEY CAN ABOUT PERIOD FURNITURE, ORIENTAL RUGS AND AMERICAN ARTS AND CRAFTS SHOULD SECURE THESE SPLENDID VOLUMES.



The Practical Book of PERIOD FURNITURE

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

With 250 illustrations. A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo, handsome decorated cloth, in a box, $9.00. Postage paid.

The Practical Book of ORIENTAL RUGS

By G. GRIFFIN LEWIS.

New Edition, Revised and Enlarged. With 20 illustrations in full color. 93 illustrations in doubletone. 70 designs in line. Folding chart of rug characteristics and a map of the Orient. Octavo, handsomely bound, in a box, $9.00. Postage paid.

The Practical Book of EARLY AMERICAN ARTS AND CRAFTS

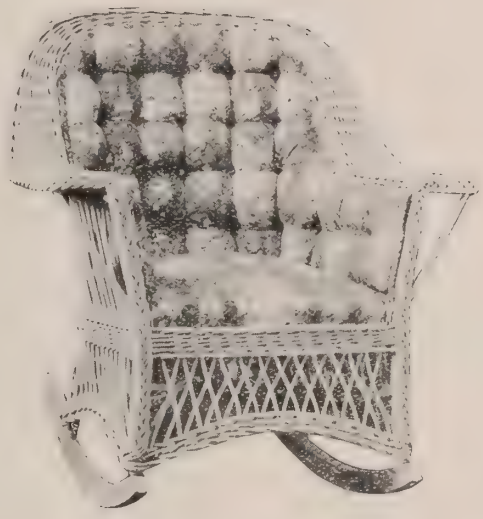
By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

American glass, Mexican majolica and glass, American ironwork, copper, brass, lead and tin, needlework, silverplate and goldsmithing, pewter, pottery, decorative painting on household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. 232 illustrations. Octavo, handsome cloth, in a box. $9.00 Postage paid.

CANADIAN FURNITURE WORLD and THE UNDERTAKER

51 Wellington West, TORONTO, Ont.

REED FURNITURE



Reed Rocker—No. 1172

Quality, Variety and Style are three dominant selling factors which permeates all the reed creations of The Canadian Rattan Chair Co.

The Reed Rocker illustrated accurately pictures the beauty and charm of this Reed and Rattan Furniture.

Displayed in your window, their appearance holds the attention of your customers. The variety is so varied as to enable the most critical to choose their fancy, the value so convincing as to be indisputable.

Send in your orders to-day. They will receive prompt and efficient attention.

CANADIAN RATTAN CHAIR CO., LTD.

VICTORIAVILLE, QUE.

1921 WILL BE GREATEST BABY CARRIAGE YEAR IN HISTORY, *says Mr. Lloyd*

TO THE DEALERS OF AMERICA:—

I am going to prophesy that you are facing the greatest baby year America has ever known.

That statement may meet with the same reception as did my statement of three years ago, that I had invented a method of producing wicker articles thirty times faster than the old method. But I proved that my inventions where real and my statements where true.

Now, I am going to show you why I think that 1921 will be the best year for the retail trade that baby carriages have ever known. I have three reasons for this opinion:

FIRST—There are more babies being born than ever before, according to government statistics.

SECOND—Parents will make most any sacrifice in order to buy "the most precious baby in the world" a nice baby carriage. A careful study of the baby carriage business for a quarter of a century is my reason for that statement.

THIRD—We are going to conduct the greatest advertising campaign in 1921 that the world has ever known. We surpassed the combined efforts of all our competitors in 1920 but we will surpass our own in 1921. Our confidence in my first two points explain why we will spend a fortune in advertising for the prospective business. During our elaborate campaign we will use

1—The largest newspapers in America.
2—The best magazines in America.
3—A direct campaign among our baby carriage users.



I am going to ask you to stock up with LLOYD LOOM-WOVEN BABY CARRIAGES now so that you will be in shape to get the benefits of our advertising. Push the line that offers opportunities of sale. Push the baby carriage line that helps boost your business.

Have you seen our new LLOYD LOOM-WOVEN FURNITURE?

Respectfully yours,

MARSHALL B. LLOYD, President

The Lloyd Manufacturing Co.
Menominee - Michigan



Meaford Furniture

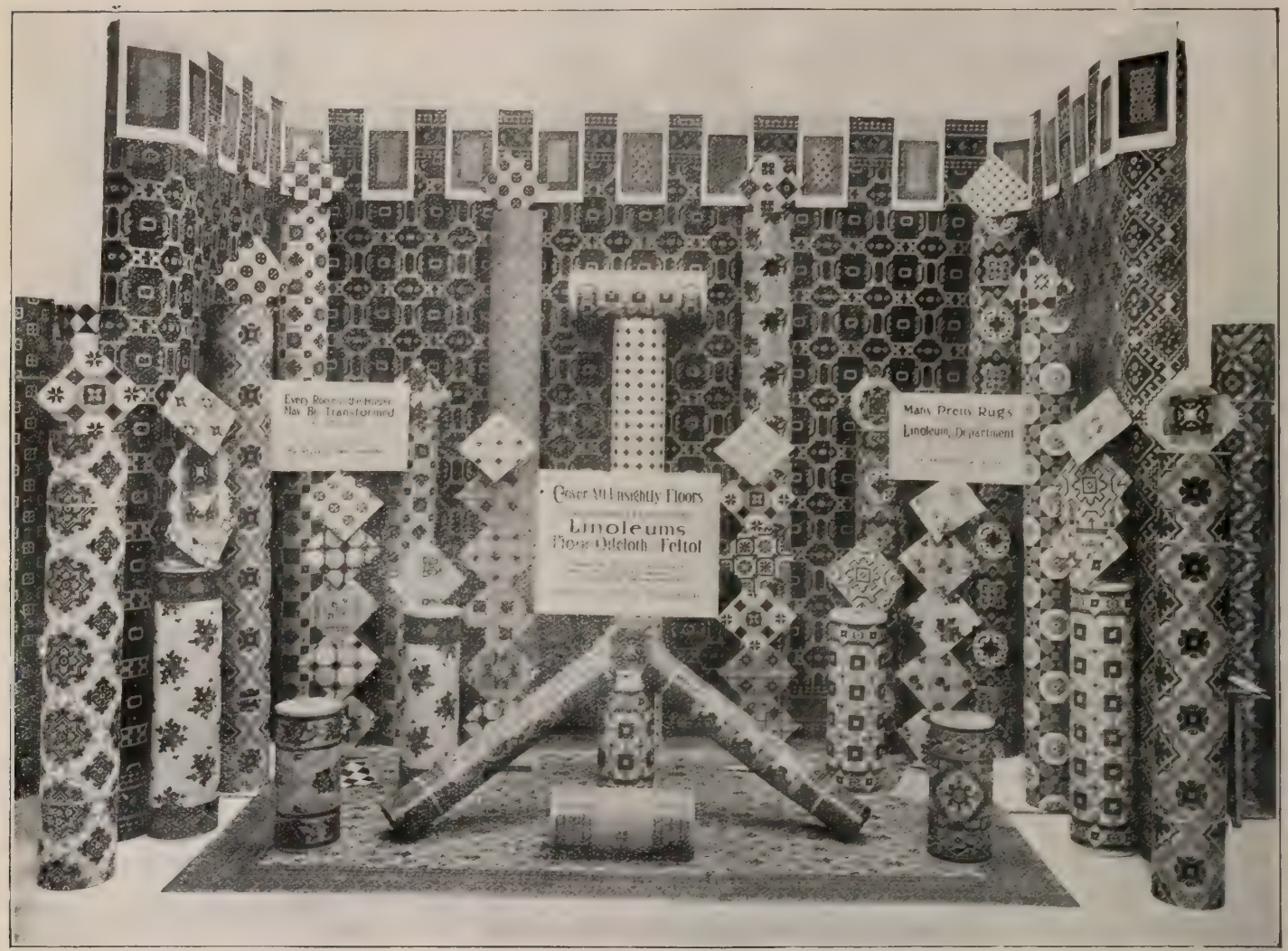
The Meaford Line

This beautiful Bedroom Suite, illustrated herewith, is one of the leading sellers from the excellent range of Meaford Furniture productions. Whether considered for its worth in material and workmanship, its beauty of design, or its lasting serviceability, it has every mark and merit of quality furniture. You can recommend this suite to your customers with every assurance that it will line up to their expectations. Its outstanding value immediately attracts attention and assures a sale.



The
Meaford Manufacturing Co., Limited
Meaford - Ontario





Windows Like These Stimulate Your Sales

Well-dressed windows sell your goods, increase your customers, and swell your profits.

LINOLEUM, FLOOR OILCLOTH, and FELTOL

NOW—while National Advertising is creating the BUYER'S desire is the time to get this profitable business Mr. Merchant.

will sell increasingly if properly displayed. Hundreds of people pass your windows daily. What do they see? Are your displays so arranged as to arrest their attention and compel them to stop? That is the kind of display that is worth while, and once your arrangements are planned, it will take no longer to make the winning display than the poor one.

Dress up your windows to-day with **Linoleums, Oilcloth and Feltol, Linoleum and Floor Oilcloth Rugs.** Arrange a convincing sales argument for your local newspaper. Re-arrange your floor-covering department, and

WATCH SALES GROW

Made in Canada for Canadian Climate by Canadian Workmen. Distributed by the Wholesale Trade.

Dominion Oilcloth & Linoleum Co., Limited - Montreal

Waterloo County

MERCHANT
MANUFACTURER CONSUMER
CO-OPERATION

Furniture Exhibitors Association

You are Invited to be Our Guest
at the

TWELFTH ANNUAL
Furniture Exhibition
KITCHENER - WATERLOO

January 10th *EXHIBITORS:* **January 22nd**

W. J. Armstrong, Limited..Malcolm & Hill Factory
Anthes Furniture Co. .. Anthes Furniture Building
Art Furniture Co., Limited.Auditorium, Queen St. S.
Baetz Bros. Furn. Co. Ltd...Anthes Furniture Bldg.
Baetz Bros. Specialty Co. .. Anthes Furniture Bldg.
Beaver Furniture Co. .. No. 25 Queen St. South
Crown Furniture Co. .. .. No. 25 Queen St. South
De Luxe Upholstering Co..Show Rooms, King St. W.
Elmira Furniture Co. .. ..No. 25 Queen St. South
Engel Upholstering Co. No. 25 Queen St. South
Fischman Spring Co. .. .. No. 17 Queen St. South
H. W. Glady Upholstering Co. No. 17 Queen St. S.
Geo. H. Hackborn & Co. . Auditorium, Queen St. S.
Jacques Furniture Co. .. Factory, G.T.R. Depot
H. Krug Furniture Co. .. Factory, G.T.R. Depot
J. Kreiner & Co. .. .. .. 25 Queen St. South

Lippert Furniture Co. .. Auditorium, Queen St. S.
G. J. Lippert Table Co. . Auditorium, Queen St. S.
Malcolm & Hill, Ltd. . Factory, near G.T.R. Depot
Quality Mattress Co. .. .. .. Factory, Waterloo
Reitzel Bros. .. ..No. 17 Queen St. South
Specialty Upholstering Co. . No. 17 Queen St. S.
Snyder Bros. Upholstering Co. .. Factory, Waterloo
Snyder Desk Co. .. ..Factory, Waterloo
Schierholtz Furniture Co. . No. 17 Queen St. S.
Strathroy Furniture Co..Jacques Furniture Factory
Wingham Furniture Co. .. No. 17 Queen St. S.
Waterloo Furniture Co. .... ..Factory, Waterloo
E. O. Weber, Limited .. Waterloo Furniture Co.
Woeller, Bolduc & Co. .. .. .. Factory, Waterloo
Wunder Furniture Co. .. .. No. 36 King St. W.



Bedroom Furniture of Character



No. 46—Dressing Table. Top 19 x 38. Mirrors 14 x 24 and 8 x 20.

This Solid Walnut Bedroom Suite, expressing all the beauty and charm of the Louis XVI period, makes an immediate appeal to those who appreciate artistic high-grade furnitu e. It is admired for its distinctive style, and preferred for its quality and value. Jacques Furniture sells on its merits and satisfies throu h service. No better furniture can be had with which to build a permanent trade.



No. 46—Chiffonette. Top 19 x 35.

Kitchener Furniture Exhibition—January 10 to 22

You are cordially invited to call and inspect our range of Period Bedroom Suites. A most hearty welcome awaits you. Our new designs will be on display and we are confident they will interest you. In its extensiveness the Jacques Line can be depended on to meet the tastes and demands of your most critical patrons.



No. 46—Bow End Bed. Head 53, Slat 54.



No. 46—Dresser. Top 20 x 42. Mirror 26 x 34.

The Jacques Furniture Company, Limited - KITCHENER Ontario



No. 1015—Italian Florentine

We wish to announce that our January display of Dining Room Suites in Period Designs will be attractively displayed in the

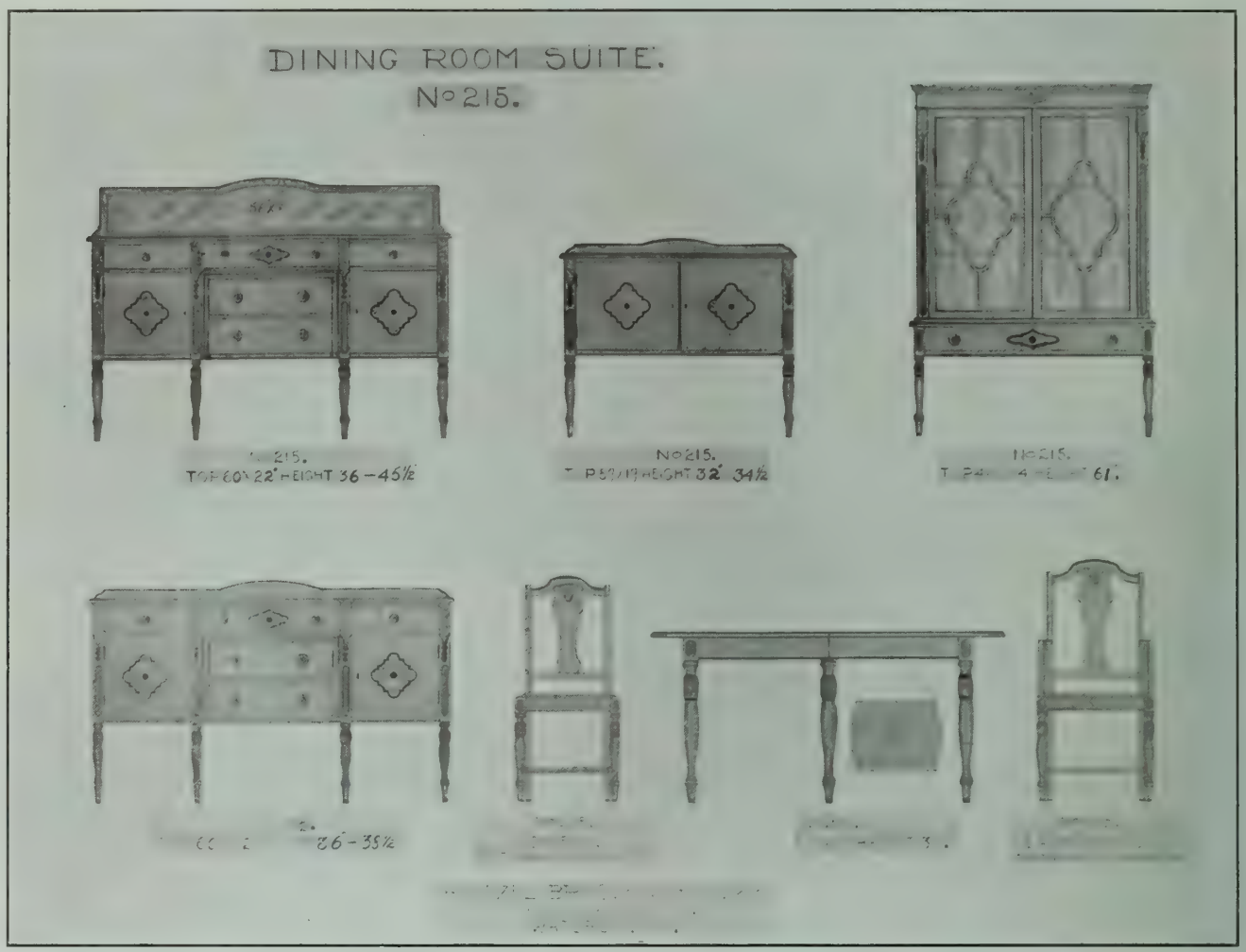
Jacques Furniture Co. Bldg., Kitchener

January 10th to January 22nd

A most cordial invitation is extended to all Furniture men to come and inspect this distinctive merchandise.

The Strathroy Furniture Company
LIMITED

Strathroy, Ontario



Furniture of Quality

BUILDERS OF
DINING ROOM SUITES
SPECIAL BUFFETS
AND TABLES

During the January Furniture Exhibition, January 10th to January 22nd, all visiting furniture dealers, and friends in the trade are cordially invited to inspect our display. This season we are showing in the

Fischman Building, Kitchener
(opposite the Walper House)

We are confident this display of quality furniture will be of interest to you. Substantially constructed, beautifully finished, and of pleasing design it will make a lasting appeal to your particular trade.

REITZEL BROTHERS

Waterloo **PHONE WATERLOO 236** **Ontario**

IMAGINE an Exhibition of Hall, Living Room, Breakfast Room, Dining Room and Chamber Furniture, including the newer and better ideas in designs, woods and finishes; decorated with beautiful Lamps and Shades, fancy Cushions, Silk Chandeliers, and the newest ideas in Home Furnishings—

Then Come to the

ANTHES FURNITURE BUILDING
KITCHENER

January 10th to 22nd, 1921

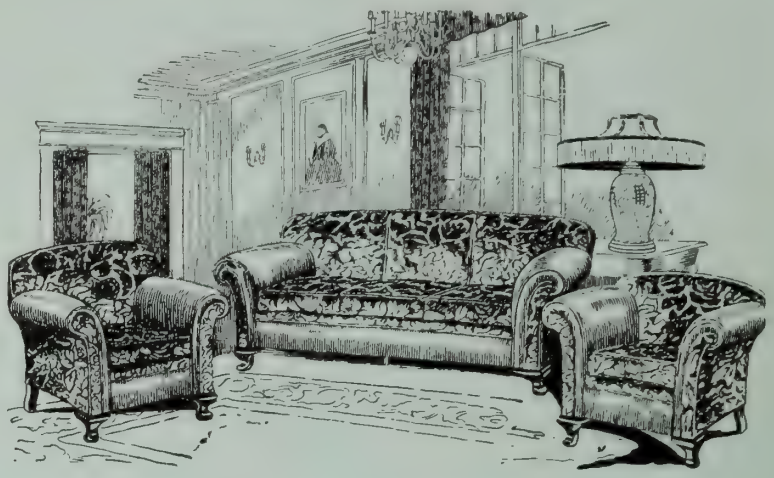
and see

THE EXHIBITION COMPLETE

"Better Furnished Homes Mean Greater Happiness"

Refinement

Sterling upholstered creations are the decided preference of those who know and appreciate fine furniture. Upholstered with rich coverings, they combine comfort, beauty, and durability. Perfect in every detail of craftsmanship and finish, there is a subtle atmosphere about Sterling Furniture which instantly impresses the onlooker with its quality.



During the January Furniture Exhibition our line will be shown in the

Malcolm & Hill Building

KITCHENER, ONT.

January 10th to January 22nd

We invite you to call and see our new designs in Chesterfields and Living Room Suites.

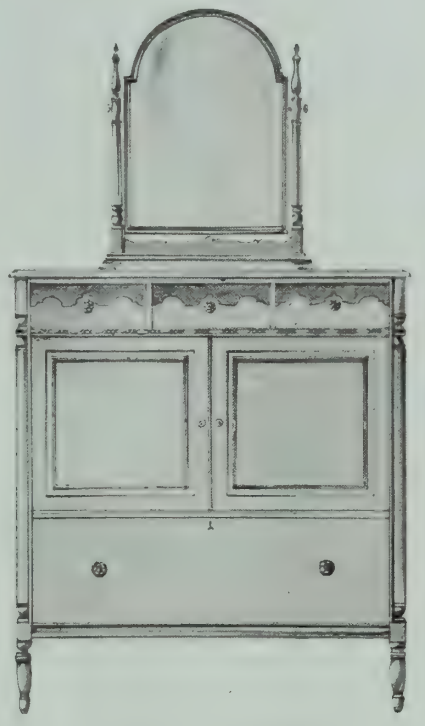
A Most Hearty Welcome Awaits You.

W. J. Armstrong, Limited, Guelph, Ont.



Sterling Furniture

Our aim is to make goods up to the standard our trade mark implies—"Sterling" in every respect.



No. 600—CHIFFROBE

DO not miss this line of new medium-price Chamber Furniture at our Showrooms during the Exhibition—

JANUARY 10 to 22, 1921

MALCOLM & HILL, LIMITED

Head Office
KITCHENER

Branch Factory
LISTOWEL

K

An Exhibition of Period Furniture

During January we are showing our extensive line of high-grade Library and Living Room Suites. To those who seek the aristocrat of fine furniture these beautiful period creations will make a lasting appeal. Perfect workmanship gives to our product an atmosphere of dignity and grace. You are cordially invited to see this display.

The H. Krug Furniture Co., Limited

Kitchener, Ontario

TO those who visit our showrooms during the forthcoming Furniture Exhibition it will be obvious that the reconstructive spirit is the dominating factor pervading our organization at the present time.

The heartiest invitation is extended to all, and we can assure visitors that they will be amply repaid for the time taken by seeing the finest collection of upholstered furniture ever shown in this country.

SNYDER BROS. UPHOLSTERING CO. LIMITED
SNYDER DESK and TABLE CO. LIMITED
WATERLOO, ONTARIO

SNYDER FURNITURE CO. LIMITED
ELMIRA, ONTARIO

Kitchener Furniture Exhibition

Remember The Date
January 10th to 22nd

Art Furniture creations are designed with the purpose of giving the merchant a saleable and profitable line that will give permanent satisfaction to his customers.

We offer

Period Furniture

in a complete selection of woods and finishes—well made and exceptionally well finished. See our display in the Auditorium on Queen Street.

The Art Furniture Company, Limited

Kitchener -:- Ontario

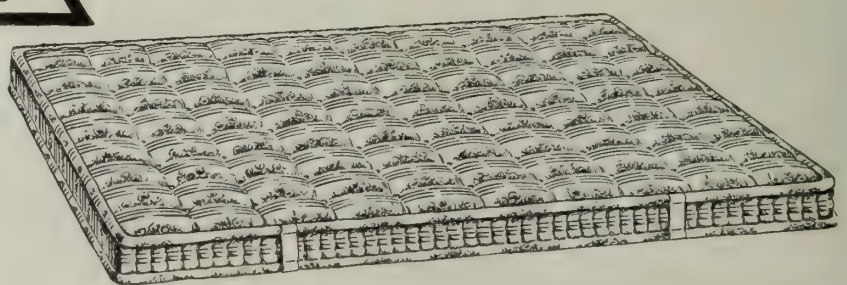


Quality Mattresses

Our line of Quality Mattresses merit your careful consideration. Whether in Cotton Felt, Superior Felt, Box Spring, Lighto Kapok or Royal Kapok, they meet every condition of service. Substantially constructed, the covering is strong and of neat design. We have selected our patterns in the best Art Satin and A.C.A. tickings, thus making Quality Mattresses very attractive and durable. Write for our price list, it will interest you.

SUPERIOR
FELT MATTRESS

Covered only in the Art Sateen Ticking, filled with all Layer Cotton Felt.



Showing French Roll Edge.

Quality Mattress Company, Waterloo, Ontario

Waterloo Furniture Exhibition

January 10th to January 22nd

The Woeller, Bolduc production for 1921 will be exhibited at our permanent showrooms opposite the G.T.R. Depot, Waterloo. You are cordially invited to visit this display. Let us show you the points of excellence of our upholstered creations and the wonderful values we offer.

For the convenience of our customers we have permanent showrooms at—

MONTREAL — Wilder Building, Mr. A. T. Edwards in charge.

VANCOUVER — The Arcade, 322-324 Water St. Mr. V. H. Wetmore in charge.



No. 615—Arm Chair Price $66.00.
Size : 38" wide, 34" high, 37" deep.



No. 615—Chesterfield. Price $120.00. Size : 84" long, 34" high, 37" deep.
Upholstered in beautiful imported Tapestries.

WOELLER, BOLDUC & COMPANY

WATERLOO - ONTARIO

Kitchener Furniture Exhibition

January 10th to January, 22nd

During the January Exhibition we are displaying our new designs in period furniture for the Dining Room, and Living Room at our permanent showrooms in the

Auditorium, Queen St., South

We extend a cordial invitation to every furniture dealer to come to Kitchener and inspect this furniture of quality. Elaborate preparations have been made for your entertainment and comfort.

THE LIPPERT FURNITURE COMPANY, LIMITED

KITCHENER -:- ONTARIO

Just A Reminder

Opening of Permanent Showrooms

A cordial invitation is extended to Furniture dealers visiting Kitchener to inspect our products at our new permanent showrooms in the heart of the business section of Kitchener. Full representation of our lines will be always on display. During the

Kitchener Furniture Exhibition

January 10th to January 22nd

special prominence will be given to our display of new designs in Hall and Living Room Furniture. You are assured a hearty welcome.

The Wunder Furniture Mfg. Co., Limited

36 King Street West **Kitchener, Ontario**



Wire or Phone

We have a large assortment of

Reed and Fibre

DOLL

Carriages

and can make prompt shipment in time for your Christmas Trade.

The Gem Crib and Cradle Co.

Kitchener, Ont.

An Announcement

Schierholtz Furniture

DINERS, LIVING ROOM ROCKERS and CHAIRS

The Schierholtz Furniture Company wish to announce that during the January Furniture Exhibition they will be showing an extensive range of Dining Room Chairs, Living Room Rockers and Chairs in the

Fischman Building, Kitchener

January 10th to January 22nd

A most cordial invitation is extended to all furniture men to call and inspect our display. A hearty welcome awaits you.

SCHIERHOLTZ FURNITURE CO., LIMITED

NEW HAMBURG **ONTARIO**

FLOOR COVERINGS
IN
CARPETS *and* RUGS

The wide sale of

"Guelph" Carpets and Rugs is not due to solicitations of clever salesmen, price considerations, or quick, short-cut methods of any kind, but solely to the unsurpassed reputation our floor coverings have gained through their *own merits.*

Dependability

For many years the buying public of Canada has regarded "Guelph" Carpets and Rugs as the acme of dependability and the standard of quatity.

This reputation is founded upon over 35 years of service to the Floor Covering Trade and to the Public.

Principle

This is the principle which governs the production and sale of "Guelph" Carpets and Rugs—

Make fabrics as good as human skill can produce, and let responsibility for quality exceed every other condition.

Our best wish to the trade for 1921—May success be yours in whatever your endeavors may be.

THE GUELPH CARPET & WORSTED SPINNING MILLS
LIMITED

Toronto Office
516 EMPIRE BLDG.

Factory at
GUELPH, ONTARIO

Montreal Office
616 DRUMMOND BLDG.

KITCHENER FURNITURE EXHIBITION
AT MALCOLM & HILL, LIMITED, SHOWROOMS

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 11. TORONTO, JANUARY, 1921 No. 1.

FURNITURE EXHIBITIONS IN JANUARY

Record attendance expected—New designs big feature of shows at Toronto, Stratford, Kitchener

JANUARY 10th to 22nd are the dates fixed by the furniture manufacturers for their annual exhibitions and everything points to a record-breaking attendance of dealers. Never before in the history of the furniture industry in Canada have manufacturers put forth the same effort to give retailers the real bang-up show that they are preparing for this year. New and attractive designs in every line of furniture are being built by all the leading manufacturers, many of whom are sparing no expense on their displays .

The Stratford exhibits will be made in the permanent showrooms at the several factories with the exception of The Imperial Rattan Co., who are showing in the new Kindel Bed factory. All Stratford manufacturers—McLagan Furniture Co. Ltd., Imperial Rattan Co. Ltd., Farquharson-Gifford Co., Globe Wernicke Co. Ltd., Kindel Bed Co. Ltd., Stratford Chair Co., Stratford Mfg. Co., and the Stratford Bed Co. are expending every effort to make the 1921 show a record breaker. They promise the trade attractive displays, and in the way of entertainment—well, we all know how the boys in Stratford look after visiting furniture dealers.

In Kitchener and Waterloo 31 furniture factories are showing their products to the trade. Here too will be found many attractive displays on which much time and expense have been expended.

Kitchener manufacturers have made elaborate preparations for the entertainment of visitors this year. On January 12th there will be a smoker at which will be speeches, music and vaudeville; on the 14th a senior O.H.A. hockey match; on the 18th a banquet; on the 20th a dance. There will be a hockey match between visiting dealers and travellers, bowling tournaments, curling matches and entertainments of every description. Altogether the Kitchener show promises to surpass any of those of previous years.

In Toronto in the John Kay Co. Building at 36-38 King St. West will be found the largest and best exhibition of furniture under one roof since the old days of '14 when the last Toronto show was held in the Craig Building on York St. The John Kay Building is an ideal one for the purpose for which it will be used in January, having been for many years an outstanding furniture store in Toronto.

A goodly number of the prominent furniture factories have taken advantage of the opportunity presented in Toronto to show their new designs, and judging by the way in which this building is being put in shape, the Toronto show will prove one that will be remembered by the trade for years.

It is expected that the doors of Toronto Exhibition will be thrown open to the public on several evenings —the manufacturers working in accord with the "Better Furnished Homes Campaign" educating the public to the desirability of better furniture.

The Retail Furniture Dealers' Association hold their annual meeting in Toronto, opening in the King Edward Hotel at 9.30 a.m. Friday, January 14, continuing until 5 p.m. A banquet will be tendered the retailers by the manufacturers exhibiting in Toronto. This will be held at the King Edward Hotel on Friday, the 14th.

President Luke's circular to the trade says:

"A committee of five of the liveest men in the manufacturing of furniture is to meet with our Association and go into all matters that pertain to the wholesale and retail trade, also any grievances; so if you have something to say, come along and let us hear. Do not depend on the other fellow to say what you want to say, but come yourself."

A large attendance is expected at all three meetings as there are a number of important matters to be placed before the members.

Be one of the many visitors at all three shows. The outing in January comes at an opportune time as, with the exception of stock taking, January is not an extremely busy month. The furniture dealer who attends the exhibitions is usually the one who is prominent in his particular community. Remember the dates are from January 10th to 22nd.

REMEMBER

THE DATES ARE FROM

JANUARY

10th to 22nd

ORIGINALITY IN RETAIL ADVERTISING

A criticism of two December furniture advertisements appearing in dealers' home newspapers

It is interesting to go through the newspapers at the present time and study the advertising carried by furniture dealers.

As a rule these advertisements have been well written and are fairly well set up by the printers.

In four cases out of five these advertisements feature reduction in prices, which indicates that the retailers have been well aware of the existence of a "buyer's strike" and have found that to get buyers into their stores they have had to make concessions in prices.

Herewith are reproduced two advertisements from the many observed.



No. 1 from Saskatoon Star

The first of these, as will be seen, is a really effective advertisement.

The illustrations are attractive, the typography is clear, yet to the interested buyer there is ample description of the goods offered.

It will be noted that some reference is made to price reductions yet there is no indication that the bottom has dropped out of furniture prices.

There is evidence of this in some of the advertising observed. This is wrong, as it leads buyers to the belief that if they wait still longer they will get still lower prices.

The outstanding feature of this advertisement, however, is the splendid manner in which the $5 first payment has been played up.

It is one thing to decide to make a feature of a $5 first payment sale—it is quite a different and more difficult thing to put it across to the reader.

Readers of The Canadian Furniture World will agree that The Great Western Furniture Co. have so prepared their advertising that they are bound to win the attention of buyers.

To the man wanting to give his wife a nice Christmas present but who is short of funds—or to the woman wanting to buy any of the lines advertised—this advertisement must have been very tempting indeed.

Note the boost for the Saskatoon Board of Trade in this advertisement.

This is a simple matter and some consider it of no great importance.

We are of the opinion, however, that every time a retailer lends part of his space to boost a good cause he wins thereby in the approval of those interested something more valuable then the value of the space.

After all, there is something in life besides profits.

Advertisement No. 2 is written along simpler lines. Wallace & Walsh are well established, known well in their community.

Simcoe has a population of about 4,500.

They tell their prospective customers that their store is teeming with new, useful, artistic and reasonably priced gifts for the home, and they list below in a style easy to read a number of suggestions for Christmas giving.

At the end of the advertisement they remind their customers of their capability and fairness as undertakers.

We are under the impression, however, that this advertisement could be strengthened in two ways:

(a) By eliminating the word "undertaking" from the heading. The lines advertised below are furniture and it would be better if the heading were restricted to that end of the business. The paragraph relating to undertaking at the end is ample.

(b) By using only illustrations that are up-to-the-minute.

To make a comparison between the two advertisements would not be fair, for a furniture dealer in Sas-

katoon cannot hope to know personally as large a proportion of his customers as a dealer in Simcoe, Ont., so he must put more personality, more punch into his advertising.

Nevertheless we would commend to our readers the desirability of the touch of originality that is so apparent in Advertisement No. 1. Such advertising has an appeal, a drawing power that brings more buyers to your store and makes more sales.

Suggestions for Effective Window Display

Make your display fit the season.

Get ideas from merchants in other lines of business.

Plan your displays ahead—days and even weeks ahead.

Get all material ready for the new arrangement before the old display is taken out.

Keep a "window notebook." Jot down in it ideas you see.

To express coolness in a window use grey, light green or light blue for the color scheme.

To show warmth use reds, yellows, oranges—warm colors.

Have the backing of your window high enough to shut off view of the store interior.

Use a dark color in the background when displaying light colored goods, and vice versa. Get contrast.

Keep your windows clean. Have them washed frequently. If your own employees haven't the time, get outside help. It will pay.

Don't crowd your window.

Avoid the other extreme. Too little in a big window will cause the merchandise to be 'lost."

Card holders are useful. They'll keep price cards from falling over on their faces.

Make your display attractive to the eye—and the purse—but don't make it so "pretty" the merchandise is forgotten in admiration of the "trimmings."

Make your store front reflect you. It is the exterior which most people see. Impressions are made by exteriors.

Put the emphasis on the goods, not on the decorations.

Use art only to create a desire to buy the goods displayed.

Be sure your window lighting is the best available.

Dust out the window space frequently.

Never allow soiled or fly-specked cards or merchandise to remain on display.

To help the eye to travel quickly from a card to the object displayed, connect the two with white tape or ribbon. An arrow will have the same effect.

Invest a little money in stands on which to better display your merchandise. It will pay.

Empty cigar boxes make good "building blocks" to erect most any size or shape foundation for a display.

Crepe paper, bunting and cheese cloth are inexpensive coverings and draperies.—Chicago Retailer.

THE SECRETS OF THE GREAT

There is a way to the top, so we are told by Charles M. Schwab, the American steel magnate, who defines the secrets of success as follows:—

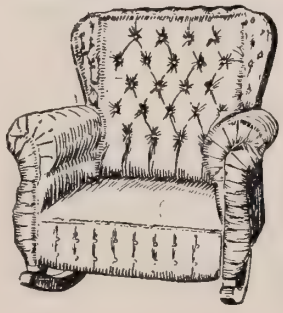
First. Unimpeachable integrity.
Second. Loyalty.
Third. Liberal education.
Fourth. Make friends.
Fifth. Concentrate.
Sixth. Go at your work.

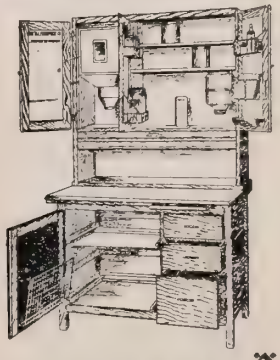
Magistrate: "Do you want a lawyer to defend you?"

Prisoner: "Not particularly, sir."

Magistrate: "Well, what do you propose to do about the case?"

Prisoner: "Oh, I'm quite willing to drop it as far as I'm concerned."—London Punch.





FURNITURE - UNDERTAKING

Our furniture store is teeming with new, useful, artistic and reasonably priced gifts for the home. Plan a visit to our store before Christmas. Many advantages in assortment and special prices await early shoppers. Any selection will be put away for future delivery. Every article we sell is sold with a guarantee of satisfaction, and to be all we claim for it—and also the best value that can be secured. Look over these suggestions:—

Fireside Comfort Chairs—Chairs and rockers to match; upholstered in English tapestry and Spanish leather—**at attractive prices.**

Pictures—A large assortment of odd pictures at **special prices.**

Jardiniere Stands and Pedestals—A host of different designs in fumed, golden oak and mahogany. We are giving special values in these and feel sure you will appreciate them. **Prices range from $2.00 to $12.00.**

Library Tables—Fumed oak, golden and walnut, from **$22.00 to $50.00.**

Tea Trays—An excellent assortment in many different styles. **Extra special, $1.75 to $4.50.**

Kitchen Cabinet—A kitchen cabinet is the joy of any housewife's Christmas. Special prices from **$45.00 to $75.00.**

Bookcases—Globe-Wernicke section bookcases.

UNDERTAKING—At all times you will find positive evidence of our capability. You can be certain if you entrust us with a commission that it will be honestly fulfilled.

Wallace & Walsh

Dependable Furniture - - Simcoe, Ont.

No. 2 from Simcoe Reformer

New Year Thoughts for the Furniture Dealer

Looking Backward—Then Forward—By A. H. B.

ACCORDING to psychological experts the mind travels forward much easier than backward. Nevertheless it is to the advantage of the retailer to take a backward glance over the events of the past year that has faded into oblivion. He will do well to consider those things that have meant better business for himself and more efficient service for his customers. The wisest of us make errors, and, indeed, the more ambitious and initiative a merchant is the more apt he is to make mistakes. The dealer must not allow himself to be discouraged or disheartened by these shortcomings, but should profit by the lessons they teach, and determine to launch out into the new year with more zeal and enthusiasm which will have a marked effect on the future conduct of his business.

A review of the past year's events shows every retailer both the dark and the bright side of his business; where he has succeeded and where he has failed. Incorporate into your schemes for 1921 those ideas that have proved most successful, backed up by an ambition to make a greater success than ever before.

THOSE NEW YEAR RESOLUTIONS

EVERY new year we hear people say "I have decided to turn over a new leaf and do better this year than ever before." In a great many cases these resolves are broken before the year is really begun, or are kept for only a short period. However, the dealer, whether he has made resolutions in years past or not, should make them again this year and determine to carry them out by throwing himself heart and soul into the business, filling his clerks with the necessary enthusiasm to make them better salesmen; more courteous to customers and more earnest in looking after his interests. Take advantage of the opportunities this coming year offers to go after new business, to create a wider interest in your store and to attain your ambition, which should be a Bigger and Grander Business Success.

Retailers in this field who do not wish to be outstripped in business should look to their laurels in these days of keen competition and be ever on the alert to take advantage of the ideas of others, to keep introducing new methods and new ideas into their businesses.

It is a worthy suggestion, that every retailer should seize every possible opportunity to make his store an ideal one in his own community.

CIRCULATE YOUR IDEAS

WE wish to take this opportunity to thank all our readers for their hearty co-operation during the past year in making this the most widely read furniture paper in Canada, and sincerely hope that many other enthusiasts may join the ranks this year. There should be a dominating desire among the furniture men this year to get closer together than ever before. Your ideas of business will be of exceptional interest to your fellow craftsmen, just as theirs will be to you. Help broaden friendship among the trade by circulating your methods of reaching customers, featuring goods and any other schemes which have proved successful in your own business.

We will appreciate receiving information of this nature at any time. There is too much isolation among merchants—you would be glad to know what the other fellow is doing, while he would like to hear from you. Seize this opportunity of helping each other to a higher plane of business and more modern methods of drug retailing.

LOOK FOR PROFITS

NO one in his right senses would attempt to carry on business without being sure of a good margin over and above all expenses. Yet there are many dealers who are constantly cutting in on their profits because of leakages which they consider too trivial to take notice of, and yet money that should be in the cash drawer is slipping through their fingers.

Make the most of your investment. Get the maximum amount of profit out of your business. If a man buys an automobile he wants to know how far it will run on a gallon of gasoline. The dealer should be shrewd and thrifty enough to determine the most economical amount on which he can successfully run his business and so reap the maximum amount of returns. Do not allow leakage to eat the vitals out of your business. If your returns are not up to your expectations make them so by giving consideration to the question of profits.

THE ARRANGEMENT OF YOUR STORE

What about the arrangement of your store? Are you satisfied with it? Do you feel sure that you have the best possible arrangement for serving your trade to best possible advantage? Are you sure that your arrangement cannot be improved?

Ask yourself the following questions—anyway. If you are satisfied, it will do no harm to face the test. To your surprise you may discover that your arrangement is not all that you thought it was.

1. Is my store arranged on a definite plan, or is the present arrangement of stock just a haphazard arrangement?

2. Is the arrangement suited to the character of the business; that is, is my store layout different because it is a furniture store, or is the arrangement just like that which one would expect to find in any other store?

3. If I walked into my own store as a stranger making a purchase, would I find that the arrangement of the store assisted in the display, inspection, demonstration, and purchase of the goods I wanted?

4. Are goods easily accessible to the clerks?

5. Is the selling space in the store crowded like a stockroom, or is provision made for supplying the selling space quickly with stock from reserves kept elsewhere?

6. Is there a place for everything and is everything kept in its place?

SUIT THE DISPLAY TO THE WINDOW

By getting the home-like touch wherever it is possible so as to increase your customers and sales

The big furniture stores in the big cities have, as a rule, windows sufficiently large to arrange a display so as to set a table with chairs in place and with buffet and china cabinets included, or to show a bedroom furnished in full detail.

This type of display has a positive appeal to all home lovers and particularly to those who expect to be furnishing a room in the near future.

Consequently a well arranged window of this nature is not only attractive but has direct selling value.

In connection with this, it is necessary to carefully note the size of the window and to make the display suit the space available.

To crowd too much into a display of this kind is bound to prejudice the passer-by, for nobody likes a crowded dining-room or bed-room.

If the window will permit only the table and two chairs leave out the buffet, china cabinet and the other chairs rather than crowd the display to get them in.

While the "setting" of the table—with attractive linen, chinaware, glassware, etc., adds to the effectiveness of the display, they are not necessary to an appealing window.

For smaller windows, too small for a dining room, a card table could be arranged, with suitable chairs around them and with an ash tray stand nearby and possibly a few chocolates in a dish on the table.

Or a little scene around a grate fire could be depicted. A grate could be set up in a corner of the window, and a fairly good imitation of fire created by the use of an electric bulb and some tissue paper. A few comfortable chairs all facing the fire, with a library table with a few books on it, nearby.

Or a simple display would be a fine comfortable rocking chair, with a piano lamp nearby for light and a stand to the right. On this stand should be a wicker basket filled with the family darning.

In all such cases a definite effort should be made to have the floors and walls look as home-like as possible. Avoid stiff, formal arrangements.

The accompanying illustration is a fine view of such a display in a large window. Note the completeness of the detail, yet the unstudied way in which the odd pieces are put in place.

CLEAN UP WITH A HOUSECLEANING DISPLAY

Before the end of winter it will be high time that housecleaning articles are given prominence. Spring is primarily the time for general cleaning up and a good window display will make known to the public that they can secure all the necessaries for the big clean-up at your store.

A display at this time affords an opportunity for washtubs, soaps, washing powders, cleaning powders, brooms, scrubbing brushes, etc., to make a public appearance. A tripod is formed of three brooms, securely tied together, from which is suspended a pot to serve as an imaginary source of the hot water supply. On the floor just below the pot is a circle of scrubbing brushes.

A little forward and on either side is a tub inverted, upon which cartons containing washing powders, water softeners, scouring powders, etc., are arranged in circular tiers, one above the other. The top tier is surmounted by bottles of bluing, ammonia, etc., with bars of soap between. Each tub is encircled by a row of soap bars. A line of soap also extends across the rear of the window. A small circle of cartons of scouring powder is placed in each forward corner.



The home-like touch in the window



ALBERT E. EVANS

VETERAN TRAVELLER IS HONORED

Many friends gather to do honor to one of the most popular travellers in the trade.

ONE of the jolliest parties of the festive season in Toronto was that which took place at the home of Albert E. Evans, the veteran furniture traveller, on Wednesday evening, Dec. 22, when his friends in the trade gathered to do honor to one whom they esteem very highly both as a friend and as a business man. In order that he might have some tangible evidence of this appreciation of him, they presented him during the evening with a handsome diamond tie pin and an illuminated address. Mrs. Evans was also suitably remembered by the presentation of a lovely folding tea tray.

The "boys" gathered at an appointed spot about eight o'clock in the evening and the whole company, about fifty strong, descended upon the residence of Mr. Evans at 81 Dearbourne Avenue in a body. A great deal might be written about the events of the evening, but it is best summed up in the words of the country correspondent that "A whale of a time was had." That spirit of brightness and gayety that is always present when the men of the road get together, reached the effervescent point during the evening, for

"All is fair weather
When good fellows get together."

One of the features of the evening was an address by Eddie Bagshaw on "The Harmony of the Furniture Trade."

The Address with Signatures is Given Below:

Toronto, December 22nd, 1920.

To Albert E. Evans, Esq.,
81 Dearbourne Avenue,
Toronto.

Dear Friend Al:—

By way of introduction, permit us to remind you of the story of Belshazzar and his dream.

The handwriting upon the wall, and its later interpretations.

We, all of us, both merchant and traveller, have seen the handwriting on the wall, but the Prophet who alone could give us the interpretation, has hid his face from us; to all but one.

"Hee hee," "Hoo hoo," "By Heck!"

A secret no longer, as we all know the fateful meaning expenses high, trains late, business bum.

How or where, our brother met with the Prophet, Sorceress or Seer is not for us to know, but what we all know is, that he took the words to heart, and has escaped from the fearful fate of the rest of us.

Be it known by all these present, that our congratulations are not to be withheld. Here's to our old friend Albert Evans, "fair, fat and forty!"

Your gain is our loss. We shall miss you from our midst. Your braw'ly "good morning" was a tonic; your hand shake a cooling lotion.

But, friend Al, words alone are not enough, so "Lest we forget," your many friends among the trade and the travellers have united and attempted to express in tangible form our love and high esteem.

We trust and believe that the accompanying token will always mean this to you; nor is this the end, for you will always be to us one of the "Boys of the Old Brigade."

During the time we have been associated with you, your genial disposition, spirit of good-fellowship and other excellent qualities have endeared you to each and every one of us.

We all join in wishing you and yours every success, health and happiness.

Yours very sincerely,

T. Armstrong
E. Bagshaw
W. H. Beney
P. E. Brown
R. A. Byron
C. A. Coryell
W. J. Craig
Geo. Davidson
J. W. Dore
A. K. Dunke
A. H. Gilham
W. G. Hay
J. F. Jack
H. F. Kastner
Chas. Keener
F. J. Mackie
J. H. Meade
D. McEachern
R. W. Menzie
J. T. Montgomery
J. H. Parsons
W. H. Pearson
A. T. Roberts
E. Schierholtz
G. A. Somers
R. Stoutt
F. L. Willson

The presentations to Mr. and Mrs. Evans were made by Mr. Clarence Coryell in his own famous style. Accompanying them was an illuminated address that will be cherished by Mr. Evans throughout the years. It was handsomely gotten up and contained the names of all those who "wished him well."

Mr. Evans has been connected with the furniture trade for a total of forty years, the last eighteen years of which have been spent on the road as representative of the Jacques Furniture Company, the D. Hibner Furniture Company and the Strathroy Furniture Company. Previous to going on the road he was with the T. Eaton Co. Ltd. of Toronto for 11 years and Joliffe & Co., Queen St. W., Toronto, for over seven. He is now connected with the selling staff of the Adams Furniture Co. of Toronto in a supervisory capacity.

How Baxter Improved His Floor Covering Department

A story with a moral for many retailers—By R. D. O.

"WANTED—A real salesman to take charge floor-covering department large store. There is a man somewhere who may have opportunity to name a salary for himself. If you're the man we'll make the opportunity."

Such was the unusual advertisement that caught the eye of Harvey Baxter as he glanced over the Evening Times. He was not looking for work but the unique advertisement seemed to suggest an opportunity, and if there was one thing that he could not stand it was a "dare you" proposal. Here was one and he resolved to investigate.

Making a Survey

Harvey had always kept his eyes and ears open. In the 15 years' experience he had had as a salesman he found it paid. Consequently, when looking over this large departmental store, and the department that sought a new manager, he was quick to note the many improvements that could be made. As a matter of fact he was unable to see how a store so large, and apparently successful, could tolerate the disregard shown in the window now filled with floor-coverings. His surprise was similar regarding the department itself. If it sold goods it was not, he concluded, the attractiveness of arrangement that accomplished it; that could not be.

"What do you think of our proposition?" asked the Merchandise Manager, as Harvey returned to the office "Think you are the man?"

"That depends on you as much as upon the man whom you choose to assume charge. If you really want to know what I think I'll tell you.

"In the first place, if you are not getting the turnover you think you should have, I am not surprised. I have handled several departments of this nature in the past fifteen years, but this is the most poorly-arranged, with as little apparent attention paid the selection of patterns, as I have seen.

"You have put this proposition up to me, Mr. Bland, and I am ready to come on under the distinct understanding that you give me complete charge of the department for six months. By complete charge I mean that I am to direct the arrangement and purchase of stock, the selection of assistants and what goes into the advertising space we use on the lines carried in my department. At the end of six months I am willing to let you say whether I am to remain. But I would not undertake to swing success out of this mess in any shorter period of time."

"A New Broom Sweeps Clean"

Of course Harvey was appointed. His talk to the Merchandise Manager was perhaps the most frank he ever had "taken" from any applicant, and at first he was inclined to think Harvey impertinent. However, as Harvey proceeded Bland could readily see that a man who spoke so definitely knew what he was talking about and he made prompt decision.

For the next week things were turned upside down in the floor-covering department of Bovay's Limited. Harvey had carefully planned, after hours, just what he could do, so that he lost no time in making the desired changes.

Of course there were inquiring glances from the heads of other departments as the new manager went about his work. An occasional giggle was thrown in from a distant group of salesmen, and although this reached Harvey's ears he was not perturbed in the least. Straight ahead he went and at the end of ten days he had wrought wonderful change. Among other things he had, himself, dressed a most effective window of floor-coverings. With the several suitable cards that had been lettered and well-placed, it began to draw many people, and half a dozen had accepted the suggestion on one of the cards to "Take Elevator to Third Floor and View a Complete Range." Better still, four sales were recorded the first morning the display was in.

Turning the Tide

Of course the "new broom" continued to sweep clean. The cynical glances from other department heads stopped. Friendly voices called at the department to speak a word of commendation and appreciation concerning the department improvements. A lit-

YOUR FAILURE DEPENDS ON YOUR CLOSE ACQUAINTANCE WITH HIM

I am more powerful than the combined armies of the world.

I have destroyed more men than all the wars of the world.

I am more deadly than bullets, and I have wrecked more homes than the deadliest siege-guns.

I steal, in the United States alone, over $300,000,000 each year.

I spare no one, and I find victims among the rich and poor alike; the young and old; the strong and weak; widows and orphans know me.

I loom up to such proportions that I cast my shadow over the field of labor from the turning of the grindstone to the moving of every railroad train.

I massacre thousands upon thousands of wage earners in a year.

I lurk in unseen places, and do most of my work silently. You are warned against me, but you heed not.

I am relentless. I am everywhere; in the home, on the streets, in the factory, at the railroad crossings, and on the sea.

I bring sickness, degredation, death, and yet few seek to avoid me.

I destroy, crush, maim, take all, and give nothing.

I am your worst enemy.

I am CARELESSNESS!

— Hardware World.

tle friendly rivalry was springing up with regard to both departmental and window displays.

"Bovay's Limited," was fast becoming the shopping Mecca. The long battery of display windows have undergone a great change. Each is now changed twice a week and so attractive are the average displays that they form the subject of many a conversation. Nearly every department has considerably increased its weekly turnover; some of them doubling and others trebling. Not only this, but the store "atmosphere" is entirely different and the sales staff is happier than before.

A Typical Sale

Mrs. Henry James came in one morning. One of the store's oldest customers, the clerks had learned to dread her approach, and she was generally described as a crank. Passing toward the rear she took the elevator to the third floor, thence to the Floor-Covering department.

"Good morning, Madam," came from the new manager.

"You have some linoleum rugs in one of the display windows this morning. I do not want one to-day but would like to see your stock. Have you any new patterns this year?" began the much disliked customer.

"These rugs on this rack," came the prompt reply, "have been received from the factory recently. They are selected with a view to suiting almost every type of room and are supplied in several color combinations. The materials of which they are made are selected so as to give the purchaser a long-wearing rug. These will last for years, the basic wearing materials being cork, ground fine, and then mixed with linseed oil and other ingredients that science prove are wear-resisting. These materials are subjected to tremendous pressure between large steel rolls, being actually 'built' over a base of selected burlap. And, very important to the mistress, these rugs look ever new, all the care required being that of passing a damp cloth over the surface once a day. You will see, Madam, that this ensures cleanliness with a minimum of work. What rooms do you wish to cover, and do you know the sizes?"

"I trust you will pardon me sir, but I have been trading with this firm for eighteen years. I have bought extensively. But if the courtesy you have shown this morning in telling me what you have about the good points of these rugs had been exercised years ago it would have secured a greater share of my patronage. I think you may send me one of that design (pointing to a rug she admired), and will you please send a man to take measurements?"

"We will have a man call this afternoon, and if you wish any other rooms measured please advise him. Good morning, and thank you."

During the first three months Harvey's department had made a good showing. At the end of the fourth month the Merchandise Manager sent for him and said he was astonished at the progress which had been made. Furthermore he was prepared to make a three years' agreement with the new manager at a salary double that agreed upon when he came. That is two years ago. Since then he has been made assistant Merchandise Manager and is receiving $400 a month, with an immediate prospect of promotion to the position of Merchandise Manager.

Prizes for Window Displays

During the coming months the retail trade should give special attention to window displays. These should be made as attractive and enticing as possible, to win as many buyers as possible. We want photographs of these windows.

We Therefore Offer

$15.00 for the Best Window Display of Furniture

10.00 for the Best Second Choice

5.00 for the Best Third Choice

2.00 for Every Photograph Accepted

Do not mount photos. Send them well protected against breakage in mails.

Competition Closes on February 28th, 1921

THE CANADIAN FURNITURE WORLD

51 Wellington West TORONTO

IMPORTANCE OF THE INVENTORY

Most Interesting address to the merchants at Business Congress of University of Manitoba

By G. P. IRWIN

THE man who is successfully conducting a business to-day is the man who practices modern business methods, or else he is the man who is starting on the road towards successful business by reaching out and adopting modern methods in business.

There are a good many reasons why a man should practice modern methods in business. Perhaps you are aware of those reasons, but for fear there may be one which may have slipped your notice, I am going to begin by enumerating very shortly why you should use modern business methods.

Know Your Business for Your Own Satisfaction

Modern business means, first, that you know all about your business. So the first reason I am going to give you for knowing all about your business is your own satisfaction. You would very much like to satisfy yourself. To render service to the people of your community cheerfully, faithfully and efficiently, is some satisfaction. All the time you are looking at the unselfish view, this thought is still running through your mind, "I wonder whether or not I am making money; I wonder if I am getting anything for it; I wonder if, at the end of the year, when the inventory is taken, I am going to find out that I am no better off than I was last year? I wonder if, at the end of twenty years of hard work, I am going to have enough to take care of myself and family, as a result of this effort I am now putting forth?" So, for your satisfaction, you are compelled to adopt modern business.

Wholesaler Is Interested in Your Standing

There is another fellow who is decidedly interested in what you know about your business, and that fellow is the wholesaler, or the jobber, as we may call him. I had the extreme pleasure of sitting here to-day and hearing the representative of the manufacturers talk to you. He talked to you as a brother of mine might have talked to me if I had one. He didn't say, "You fellows have to do this and that," but he said, "Fellows, we are interested in you. We think it is a pretty fair proposition for you fellows to 'tote fair.' We would like to give you certain things: accommodation, credit, and assistance, and we think that it is only a proposition of 'toting fair' for you to give us a reliable statement of what you have, how much you owe, and how you are progressing in business. We would like to know whether you are going forward or whether you are going backward. We are with you all the time, but we have some creditors and some obligations. We have to protect ourselves." So I say to you that your jobber or your manufacturer who is selling you is decidedly interested in what you know of your business, and he is always ready to help you, provided he knows.

Your Friend the Banker

Then there is another who ought to be a very good friend of yours in your town. I say to you, if this man is not the friend, he is either not the right kind of man or you are overlooking an opportunity yourself. That man is the man we call our banker. A bank is put in a community for the purpose of serving the interests of that community. They have a certain definite commodity which they have to offer to you. Generally speaking, that commodity is the use of their money, for which they receive remuneration. They can loan you that money and let you use that facility provided for you, because of one definite reason. That definite reason is that you can show them you are entitled to consideration, that you are not honest alone —most people are honest. There are a lot of people in the world who are willing to pay who have not the ability to pay. So your banker is decidedly interested in what you know about your business. He has a right to be, for he is going to let you have money. It is a legitimate proposition. I may add just here that the retailer who is not using his local banker is losing an opportunity.

As a general statement, particularly with us, the fellow who uses the bank for legitimate purposes, who can show to their satisfaction that he is entitled to credit, who then calls upon that bank for certain sums at specified times, and who takes his discount, paying the usual rate for his money and then discounting his bills, is usually a good merchant. Any way you look at it, discounts are well worth while in business, and the modern business men will not overlook them.

Value of Inventory in Case of Fire

The next man who is interested in having you know all about your business is the fellow who is carrying your insurance policy—the insurance company. I wonder how many of you realize as fully as you should what an insurance policy means? It is a definite contract between two parties, or two organizations as the case may be, to do a definite thing. In most of these contracts one agrees to present at a certain time an intelligible inventory of what he possesses. I have walked into many stores and asked the merchant where he kept his inventory. The following conversation would take place:

"It is in the drawer over there."

"What if your store had been burnt up last night?"

"Oh the inventory would have burnt up, too."

Careless Handling of Inventory Records

"What would you tell the insurance company when you went to collect your money?"

"I do not know."

"Neither do I, because you have 'fallen down' with your side of the contract."

A friend came along and said to me, "If you ever have a fire, you are going to lose all you have. You had better get busy. How would you like to wake up in the morning and not find any store?"

"I would not like that, because I still owe some

money on what I have, and I would be in debt besides having nothing."

"Have you prepared your books so that if you died to-morrow they would show your position?"

"So, at a little expense, I secured an inventory. He went through that stock with me until I had a statement which was absolutely 'fool proof.' I placed that statement in the vault in the bank, a fireproof vault. I gave particulars in that statement of the business, how much had come in and how much had gone out, what the purchases were, the time they were purchased, and everything necessary. About twelve days after that, I closed up that store with my partner, one night at eleven o'clock (he lived in an adjoining town, about ten miles away). This was in a country where it was easy to travel, and the roads were delightful. He said, "Come on down home with me."

Where Inventory Proved Its Worth

I might mention that I am one of those poor unfortunates who have no home, so I never lose opportunities, you know—some of you fellows who have invited me to dinner since I have been here have found that out. So I went down on Sunday morning—we business men don't get up very early, you know. About ten o'clock I started across to the little church in the town where my partner lived with his wife. We met a young fellow on the street, who said:

"That was a bad fire they had at your town last night, wasn't it?"

"What?"

"That was a bad fire they had up at your town."

"Did they have a fire up there?"

"Lord," he said, "didn't you know about it? Your store was one that was burned."

My partner and I stood and looked at each other, both of us kind of stunned, and then giving my hand to my friend, I said:

"Bad, bad, Harry, but if this fellow hadn't told us about that thing, we would be out digging ditches to-morrow to pay what we owe. That fellow told us to put it in the bank where it could not be burnt. We will drive up to the bank to see."

Fire Losses Quickly Paid

We went up in my friend's vehicle. The whole town was burned, rather the whole business district. The fire started at twelve o'clock at night, with a fierce wind blowing. Our store went with it.

To make a long story short, the insurance adjusters came down. The last I heard, some fellows were still trying to settle through their solicitors. We showed our records, told the adjusters to take them anywhere they wanted.

Five days later we received this wire: "Come down to St. Louis. Like to see you at the Planters' Hotel."

The adjusters said, "Here, fellows, here is your money. I like the way you keep your books, not for the company's sake, but for your own. I wish all the others would do the same."

I call that satisfaction.

Know What You Owe

Then you would like to know some other things in addition to satisfying your insurance company. You yourself would like to know what you owe. I talked to a business friend of mine just a few weeks ago. He was talking about the present conditions being hard, such and such a condition, only made so much money last year. We discussed it at some length, talking about the profit he made, and a number of things, and finally he was telling me what he would like to do. So I said:

"How much do you owe, just what is your condition, and maybe I can suggest something?"

"Well, I have a note over here at the bank for $300, but that is not due for some time yet."

"All right," I said. "How much are your accounts that you owe to jobbers or manufacturers or wholesalers, as the case may be, for merchandise?"

"Well, I do not know."

"You do not know! Don't you keep a record of them?"

"Oh, yes," he said. "But it will take three or four hours, I guess, to run through the books and figure it up, and probably I could tell you then how much I owe."

"Three or four hours to give an estimate of how much you owe on your books? What would you say?"

"I would say may be $900."

"Say, my time is not very valuable; I am paid by you and other taxpayers to put in my time and find out about such things as that. Would you mind letting me take a pencil and a piece of paper and run through your accounts? I won't even look at the name if you don't want me to know."

"Go to it," he said, and I went to it.

Guesses Often Far Out

Soon I had $900, and then I worked an hour or two, and I had $1,663; I said:

"You are a peach of a guesser. I would like to have you guess for me."

He said he owed $900 and he owed $1,663. What is the answer? That man did not know what he owed. How could he act intelligently in business? He might buy a lot more to-morrow than he could pay for, because he thought he owed $900, and he owed $1,663. Is that good business?

I am going to tell you how a lot of people are keeping track of it. It is not something you cannot do. Any one can do it who can write down figures, and anybody who can give fifteen minutes a day to it can do it. You would like to know how much customers owe you, wouldn't you? I wonder how many of you who are running a business could tell me, if I asked you, how much people owed you when you left home? Do you know? You ought to know. It is your business. It is just the same as money to you; I hope it is; if it is not, to-morrow I am going to preach on credits. I am going to assume now, though, it is. I like to know how much people owe me, and so would you. If you are practicing modern methods, you know at the close of your business, or the next morning, just how much people owe you, and how much you owe people, and then you are going to know the expense of doing your business, and the cost of transacting that business. One man told me he was transacting business for 14 per cent., and I found out approximately it was 21 per cent. There are many instances of that kind.

SELLING PHONOGRAPHS *in* SMALL TOWNS

E. A. Phillips, in The Grand Rapids Furniture Record, tells how lack of competition from music houses makes this an ideal side line for the furniture dealer—Knowledge of line is an essential

DURING a conversation in a furniture store situated in what might be termed a large small town, I brought up the question of phonographs, asking two successful merchants, partners in business, a few side lights that might prove of value to others engaged in the retail furniture business and handling phonographs.

"In the beginning," I said at the start, "you found yourself facing various mail order catalogue houses and no little amount of local competition. Now just how did you go about it to combat this obstacle "

The two partners smiled at mention of it, and remained in silence and thought several moments ere answering. Finally one of them said: "Well, that worried us but a very little, to tell the truth. We depended upon our phonograph to fight its own battle in this respect, and also upon our reputation among those with whom we have dealt; and thus far it has, one may say, somewhat exceeded our expectations. People are earning and spending far more money to-day than ever before, and there isn't a reason why a retail furniture dealer, located in the smaller towns, can't carry this line at a good profit. Of course, in the larger cities, where special music houses handle nothing else save phonographs and pianos, etc., it is hardly probable that all retail dealers would find it as profitable as it actually is to the merchant established in the smaller towns. From our own personal experience, which is limited merely to one town, we have found the phonograph a very lively trade, profitable and in addition it tends to increase other general sales to noticeable extents.

"And, too, it has proved to be a wonderful advertisement to the store. The general trend of the people, so it seems to-day, is to secure the best and largest machines they can get for their money, and as a result we have found that cabinet phonographs are more suited to our requirements than are the smaller types of machines. The smaller ones used to go, and they still go for that matter, as nearly every month we order one for someone, but we find it more profitable to keep in stock only those of larger size and higher price."

"Well, have you any special methods or a system you follow in drumming up this trade, and creating enthusiasm among prospective purchasers and those who as yet own no machine?" I next asked.

Again he smiled ere replying. "My system, although other merchants have one which produces better results, is simply this: Every time a patron comes into my store and displays even the slightest interest or enthusiasm over a machine I get his name, or hers, as the case may be. Then, if they have no machine, I frequently mail them the factory literature concerning the phonograph I handle, informing them of my easy credit system; and in a gentle, polite way I try to keep them reminded that a phonograph livens and cheers up a home. If the customer already has a machine, but merely drops in to hear the new records, I also kindly ask his name, jot it down, and then, when my monthly or semi-monthly stock of new records comes in, I mail a circular, giving the name and price of the latest pieces on the market, informing them that I now have them on hand and that they are perfectly welcome to come in and try them out. This is a splendid and excellent method of advertising. Can't beat it very well."

"And your machines are always open for demonstration purposes?"

"Absolutely so," he replied immediately and without a moment's hesitation. "People honor me by entering my establishment, and they are always at liberty and welcome to ask questions about the machines prices, credit plans, methods of payment, etc. I always have five or six machines on hand, and a large number of records. And while speaking of records, let me say that they turn over faster than anything I have in stock. They simply go!—that's all."

"How do you answer those questions?" I requested, wondering if he possessed a thorough knowledge of the phonograph he was handling.

"Just as quickly and as promptly as they are asked of me. I know that machine from top to bottom and from A to Z. No question concerning it will stick me. Right here, by the way, is why so many dealers fail, in my opinion. They don't know their

The furniture dealer, even in the small town, can make effective showings of talking machines because he has so many other furniture and furnishing items to help out his display.



goods. Absolutely no, they don't know what they're trying to sell. And the net result is that when a prospective purchaser enters and commences to inquire about a certain thing, the merchant is at a loss to answer. He invariably scratches his head and fishes out a bunch of literature and books and tries to hunt out the answers to what was asked of him. This is a poor policy and bad business. At least experience taught me so. Too slow. No good. It irritates a customer. He wants his answer right off the reel. Then he knows that you unquestionably know what you're talking about.

"For instance, if you were an automobile agent, and I came in to purchase a car from you, I approach you with an astonishing long list of questions, and if you aren't able to reply to them at the snap of a finger, do you think for a moment that I am going to spend two or three thousand dollars in something that even you don't know a single thing about? No, not on your life. So, it is with the phonograph, only on a smaller scale of course. Know your goods and know them well. And tell nothing save the truth. If your particular machine has won various prizes in competitive contests, say so. If they haven't it's best not to bring up that topic unless the customer breaks the ice with it first."

Very good logic, I decided, and also that here was a merchant who thoroughly understood his business and knew what he was talking about. Since interviewing him and starting to write this article, I have often wondered what strides he would cut were he but located in a large, growing, prosperous town instead of in a town of but medium size. But his business speaks for itself, and it plainly indicates that he knows the retail furniture game from A to Z.

"Have you any special manner or method of conducting your advertising?" he was asked next.

"In the newspapers, both local and in towns close by; on the moving picture slides; through the mails with circulars sent out once or twice a month, and for a big part I depend upon those who have already purchased a machine from me to tell their friends, neighbors and relatives and their friends. This isn't to be overlooked, and ultimately it makes a big difference indeed in the small business. Then I always keep a few machines in the display windows to suggest and remind passersby, and this also has its effect."

He remained silent a few moments, then continued: "Another little pet stunt I use to promote advertising is to watch the papers, and after reading of an engagement announcement, or a marriage, I drop a friendly and congratulatory letter to the newlyweds, politely calling attention to my store, asking them to pay us a visit ere they furnish their home, making little suggestions which will prove attractive to them and adding the phonograph and records. This helps more than a person would realize—but it's all in the game. We must keep our eyes open and get the trade some way, and from day to day I'm always trying to unearth some new idea, or stunt in selling or advertising."

A few dollars invested in the right kind of advertising, a few dollars worth of stamps, and a list of the right kind of names will do this for you. You can't beat that combination. Especially when people are hungry to buy, anxious to buy, eager to buy.

THE JOKE COLUMN

Summer jokes—and some are not

Have you seen May?
May who?
Why, Mayonnaise.
No, she's dressing and won't lettuce.

* * *

Answering the Questions

An alien wanted to be naturalized and was required to fill out a blank. The first three lines of the blank had the following questions: "Name?" "Born?" and "Business?"

"Name—Michael Levinsky."

"Born—Yes."

"Business—Rotten."

* * *

Why They Parted

It was her birthday. As she met him at the door with an expectant look on her face, he said "I have something for your neck here," taking a package from his pocket.

"Oh! Have you " she cooed, with visions of a fine necklace.

And he handed her a cake of soap.

* * *

Making it Worse

"I'll be hanged," said the nervy visitor, "if I'd have my name printed that way, over my door, if it was a name such as you have.—'A. Crook, Grocer.'"

"You would if you had a name like mine all the way through," replied the retailer.

"Why, what is all your name?"

"Adam Crook."

* * *

Slogans

"Ouch!" yelled the punk comedian as he dodged a fusillade of spoiled vegetables. "Why don't you say it with flowers?"

Just then a harder and larger missile came over the footlights and an ice cream ad. reader yelled out:

"Take home a brick!"

* * *

Up to the Head of the Class

The school visitor was asking the class a few questions.

"Now, how do bees dispose of their honey?" he inquired.

"They cell it," announced the clever boy of the class."

* * *

Pat Was Pleased

Wife—The landlord was here to-day, Pat, and said he was going to raise the rent.

Pat—Well, begorra, I am glad of that. I have been tryin' for a month to raise it, but nobody would lend me the money.

* * *

He—"You know I love you—will you marry me?"

She—"But, my dear boy, I refused you only a week ago."

He—"Oh! was that you?"

KNOBS *of* NEWS

Brantford, Ont., has 1,100 more owners of homes than it had a year ago.

B. Levin & Co.'s furniture warehouse at Winnipeg was slightly damaged by fire recently.

W. Pepin is adding furniture and hardware departments to his general store business at St. Paul de Metis, Alta.

Morency Freres, picture frame makers and dealers at Montreal, have had their business registered as a limited liability company.

L. Madore & Fils, whose business was described in the last issue of Canadian Furniture World, have registered their furniture business at Three Rivers, Que.

The furniture trade will be sorry to learn of the death of J. W. Kilgour, president of J. W. Kilgour & Bros., Limited, Beauharnois, Que., on December 16. The late Mr. Kilgour was 78 years old and was one of the veteran furniture manufacturers of Canada.

A new idea in advertising a reduction in prices was tried out by a Peterboro clothier last month. His advertisement carried a fas-simile of a cheque for $10 on a local bank which, if cut out and presented, was accepted as part payment on any suit or overcoat. The idea caught on and proved a good one.

MR. CAWKELL EXPECTS BANNER YEAR

W. Cawkell, secretary-treasurer of the Furniture Manufacturers' Association, in speaking of the outlook for 1921, stated that "There has been an era of gloom, but I think that gloom has now largely disappeared. As a matter of contrast which I understand existed in some other business lines during the past year, the furniture manufacturers and retailers have done splendidly. They have greater hopes for 1921. Brisk home building inevitably boosts the furniture business, and, according to the city architect's permit figures, Toronto will experience an unprecedented building boom in 1921. Everything points to a banner year.

A SUCCESSFUL CO-OPERATIVE ADVERTISING CAMPAIGN

Co-operative advertising was tried out in Woodstock, Ont., recently by the Simmons Co., in conjunction with The Shedden Furniture Co., John White & Co. and E. J. Coles Co.

The Simmons Co. supplied a half page advertisement and the merchant filled up the balance of the page.

Each of the stores backed the advertising up with attractive window displays of the Simmons beds.

The event attracted a considerable amount of attention, the window displays coming in for much notice, and being instrumental in bringing about more sales than were anticipated by the most sanguine of the merchants who co-operated in the event. The spirit in which the manufacturers helped them along in the way of providing special show-cards and other necessary factors in the displays was favorably commented upon by the merchants, who fell in line at once when the idea was suggested to them. It has been their experience, they all commented, that when the manufacturer is willing to go half way with them in staging a special sale of their goods, then they themselves will take hold, and the public will always respond to the united effort.

What's Your Score?

PERFECT SCORE	ON THE LEFT is a value placed upon each factor or quality which make a perfect score. ON THE RIGHT—just fill in your own self estimate.	MY SCORE
20	**LOYALTY** Has every business act of mine been executed with the full belief that it was for the best interest of the firm? Do I realize that the firm's reputation is in my hands? Is my heart in my work?	
5	**PROMPTNESS** Have I been at my place and assumed my duties promptly at the appointed hour? Do I put things off or do it "now"? Do I realize the importance of timely action?	
15	**AMBITION** Am I doing my work the best way it could or should be done? Do I seek to avoid responsibility? Do I ever create new ideas or suggest improvements?	
10	**CONCENTRATION** Do I keep my mind strictly on my work or am I wavering, intermittent and wasting time on hobbies? Do I realize the value of constancy?	
15	**ACCURACY** How many of my mistakes do others have to correct? Do I appreciate the importance of accuracy?	
5	**SPEED** Do I think and work quickly or do I hesitate and loiter? Do I use pluck, grit and pep, or am I timid? Do I realize the possibilities of spare moments?	
10	**EXPERIENCE** Have I been with this firm long enough to learn my work and have I mastered it? Am I continually bothering others for information about my work or am I giving them advice? Have I an objective in life or just working here?	
10	**NEATNESS** Do I carry every detail through to its final logical conclusion? Am I careless of detail?	
10	**HEALTH** Am I keeping myself physically fit or am I occasionally absent on account of sickness or other reasons? Who does my work when I am absent? Does it cause any friction or inconvenience?	
100%	PERFECT SCORE	MY SCORE

Sign here and keep for future comparison

The end of the year is a good time for the clerk or merchant to take stock of himself. What is your score?

The Value of Proper Cost Accounting

The man in any line of business to-day cannot afford to operate along haphazard lines. If he hopes to reach the Port of Success he must keep headed in the right direction all the time. The compass that will keep the business man off the shoals of failure is system. He must know at all times in what direction he is progressing and whether his progress is sufficient. Proper cost accounting will give him the necessary information.

It makes no difference how small a place of business a man conducts, he needs a business system just as much as the larger establishment. There are scores of smaller retail merchants who go on from year to year with no knowledge of their business or progress except that they know at the end of the year how much money they have in the bank and this is frequently conspicuous by its absence.

Do Not Mix Business and Personal Funds.

Every man should conduct his business on a business basis and entirely separate from his own personal affairs. So many men mix business and personal funds and accordingly are never in a position to tell exactly how much money they are making. All money and transactions should be kept separate along with an account of the money which the dealer takes out of business funds for personal use. The best policy is for the dealer to arrange a regular drawing allowance for himself.

To conduct his affairs on a real business basis even the small dealer should keep an account of all his expenses and charge them up against gross profits. The balance gives him his net profits,or the amount of money the business itself has earned.

Include All Expenses in Statement.

In figuring his expenses he should make certain that all the items are included. A good many dealers add up the amount of their rent and wages and another odd item or so and seem to be under the impression that they have the total of expenses. This is certainly a mistake. Some of the items that should be charged up in the expense account are:

1. Rent.
2. Fixed expense—taxes, light, fuel, insurance, telephone.
3. Wages, including a salary to himself.
4. Advertising—newspaper, cards, posters, novelty letters, circulars.
5. Miscellaneous—printing, stationery, postage, cleaning.
6. Losses of bad debts, breakage, shrinkage, leakage, destruction, spill of gasoline or oil. This enters into the cost of doing business.
7. Depreciation—equipment, stock, etc.
8. Charge for what capital would earn if invested in good bonds.

Include Reasonable Salary for Self.

A man should always include a reasonable salary for himself in expenses. If he hired someone else to run the business he would have to pay him a salary. Similarly, if he has a son working for him, even at odd times, a sufficient sum should be charged up for the services rendered.

In the same way, if a man owns his own building he should make a charge against the business for rent just as if he were renting it from someone else. If he had the money otherwise invested he would be drawing from 5 to 6 per cent on it.

The balance after the total of all these items of expense is deducted, gives the net profit—which is the profit which the business earns and the returns which the business man receives for the chances which he takes in engaging.

Expenses Reduced to Percentage.

In order to arrive at the proper retail price for goods, expenses must be figured out on a percentage basis. To do this the dealer must know his cost of doing business over a certain period and his sales for the same time. If your cost of doing business for a year is, say $1,800 and your sales were $10,000, then your percentage of cost of doing business is 18 per cent. Here is how it is figured:

On $10,000 cost of doing business is $1,800.

On $1.00 cost of doing business is $\frac{100 \times 1800}{10{,}000}$

Equalling 18 cents.

Therefore, cost of doing business is 18 per cent

The only way to make sure of success is to make certain that you are actually making a profit on each department and on each transaction. Proper cost accounting will assist you in making certain of this.

MEETING THE RUSH HOURS

Every store has its rush hours when customers throng the place. If they have to wait too long for their turns, the store suffers in its reputation for service. On the other hand, hiring more clerks than is absolutely necessary adds unjustifiable expense to the business.

Here is a point where stock arrangement touches upon operating costs.

One merchant whom we know has solved the problem as follows.

The shelves behind the main counter contain a variety, in small lots, of nearly every kind of merchandise sold in the store. While there are many displays in other parts of the store, they are principally for exhibition purposes. Most of the selling is done from behind the main counter.

Every morning before the rush hour a clerk looks over the main shelving and sees what is needed to replace the articles sold on the day before. He writes a list and brings the goods from the stock room on a hand truck.

When customers arrive full time is then given to them. There is seldom need to go to the stock room, and running about the store from one place to another is reduced to a minimum. Though the customer may have seen an article in another part of the store, when she asks for it, it is supplied from this main working section.

The variety of this section, all within easy range of vision while the customer is giving her order, offers excellent buying suggestions.

NEWSPAPERS BEST MEDIUMS *for* RETAILERS

Says speaker at the Annual Convention of the Associated Advertising Clubs in Indianapolis

OF all mediums which a retailer may use for his advertising, the local newspaper is the best, declared Frank A. Black, of the William Filene's Sons Co., of Boston, whose advertising is famous throughout the United States, in addressing the retail section of the convention of the Associated Advertising Clubs of the World.

"Newspapers," he said, "seem to provide an ideal vehicle for up-to-date store advertising, which should be news second in interest to nothing else in their columns. What more interesting question these strenuous days than the wise expenditure of the family income? Why should it take second place to sports, crime, politics, and other matters?

As to Cost

"In form, elasticity, frequency, and cost the daily newspaper undoubtedly ranks first among media for retailers. We use 'elasticity' as a handy name for the quality that enables you to present to your friends each day the story of your store, long or short, illustrated or otherwise, exactly as you may decide, only twenty-four hours in advance. Nothing else provides this quality in so marked a degree. As to cost, consider this—a one-cent post-card mailed to 400,000 families costs $4,000 plus the cost of printing and addressing. We have in Boston a morning paper that will carry your post-card message to 400,000 breakfast tables and more, for the insignificant cost of $26 total. And you need not decide on your message until the afternoon before.

Do Not Feature "Prices" Too Strongly

"One phase of 'copy' deserves special attention. With the average woman, to-day, a reference to store advertising will bring some remark about 'bargain sales.' The two things are almost synonymous in the minds of thousands of advertising readers. We believe this is wrong, and not to the best interests of the retail business. Few respect a 'bargain.' It adds nothing to the prestige of the machinery of distribution that the bargain should stand as its symbolic emblem. Price has, in our opinion, figured entirely **too prominently** in store advertising. Price, after all, is a secondary matter. Many fool themselves upon this point. The mad rush at the bargain table closes the eyes of the merchant to the axiom that price can never come first until price is the thing we are selling. No matter how low the price, remember that all the time the customer is weighing quality on one side of the scale, and no small price can outweigh undesirability. We are a firm believer in the use of prices in advertising. But the subordination to price of everything else, so often seen, we believe to be a mistake, judged from any viewpoint.

The Value of the Show Window

"A famous merchant says that of all forms of publicity used by his store the show window is the most important. He bases this statement on the fact that the window gets in its work when the customer is on the spot, ready and able to purchase, with least inertia to overcome.

"Be this as it may, show windows are very important and must receive careful attention at the hands of the publicity man.

"For general publicity, windows are especially valuable. The show windows of Marshall Field & Company probably receive more general mention than any other single feature of that beautiful store. Lord & Taylor, on Fifth Avenue, are making striking use of their windows on that thoroughfare to create prestige. It is notable that on his recent visit, the Prince of Wales was so much impressed by one of Lord & Taylor's spectacular displays that he commented on it to the newspaper men as one of the remarkable incidents of his American trip.

"The study of lighting, of color combinations, and of backgrounds, is worthy of the highest intelligence and the display manager of a metropolitan store is now one of its most important functionaries. It is his responsibility to present the desired picture through his windows, to supplement and emphasize the store's other publicity, and to pick his share of customers from the passing thousands by sheer skill and knowledge of his business.

Value Demonstrated

"The most advanced stores of to-day are charging a fixed rent for their show windows, this being paid by the department occupying the window each day. The total amount of these window rentals is deducted from Store Rental and charged to Publicity, very properly, as the publicity value of the location is one of the main reasons for locating a store in a high rental district. Some idea of the valuation placed upon windows is given by the fact that one store charges itself with a total window rental of about $140,000 annually. The departments in this store would be very glad if the number of windows available were twice as large, regardless of rent. Direct sales from show windows are numerous in this store, which changes all window showings at least twice a week, and sets a very high standard for admittance to its windows, the selection of merchandise to be shown being entirely in the control of the Publicity Department."

AFTER THE TURN OF THE YEAR

Get off by yourself somewhere and review last year's business. Where you see evidence of weakness in your methods or in your staff make plans to correct these as early in the year as possible.

Look yourself over. You will probably locate some ways in which you can make yourself a more effective business man in 1921.

Canadian Furniture World

TORONTO JANUARY, 1921 CANADA

THE LUXURY TAX IS GONE

The Dominion Government took a wise, though belated, course in the removal of the luxury tax one week before Christmas.

Reports from all parts of the country are to the effect that the removal of this tax did much to stimulate buying.

No person likes to be penalized for buying, so the tax was resented by customers and caused great annoyance to retailers. Needless to say, the furniture trade hails with pleasure any decision that lessens annoyance and improves trade.

MANY MARRIAGES IN 1921

The furniture dealer is interested in marriages, for each new home established means much buying of furniture, carpets, house furnishings, etc.

The role of prophet is admittedly a dangerous one, yet we are game to offer the opinion that during the year 1921 the number of marriages will be considerably above the average.

It has taken the last two years for thousands of men who were overseas to get "on their feet" again and to be definitely settled down at work which yields them enough income to warrant matrimony.

Keep these young lads and their loved ones in mind in planning for next year's business.

LOWER COST OF LIVING—MORE FURNITURE SALES

The high cost of living curtailed the buying of furniture in many cases. Many people found that though their earnings increased the demands on their purse for the necessities of life were such that they had to refrain from getting many things they wanted.

In some cases reduction in the cost of living will be followed by reduced earnings, but in thousands of cases the earnings will remain as at present and the lowered cost of living will make possible the purchase of needed furniture, carpets and other house furnishings.

IT PAYS TO ADVERTISE

There never has been a time when furniture retailers should be more resourceful and enterprising in seeking business than at present.

It is generally conceded by business men that there has been a "buying strike." The public have become convinced that in many lines big reductions in prices are coming and have held off their buying until goods could be bought at materially lower levels.

Reductions in prices have taken place in many lines of furniture. The retailers should get in line with these reductions and then, by aggressive advertising, and by attractive window displays, should do everything in their power to keep the public buying furniture.

BUILDING WILL BE MORE GENERAL

Every person interested in building operations seems to agree that there will be a large increase in activity in the building trades, particularly in the erection of homes, throughout Canada during the coming spring and summer months.

This means that in the latter part of the summer and during the fall season there will be a larger demand for furniture and house furnishing lines for new houses than for several years.

TOO MUCH PESSIMISM

There is a wide difference between caution and pessimism.

The cautious man looks the facts in the face; then when he sees danger ahead he makes his plans to avert or overcome the danger.

There is great need of caution in the present business situation. Consider all the facts fully and squarely. Then make your plans to conduct your business so as to best meet the situation.

There is no warrant for pessimism as far as the furniture man is concerned. True, profits will likely be less than they have been recently. True, it may be necessary to take a loss here and there to get rid of poor-selling lines. True, it may be advisable to let your stocks run below the level you prefer. True, it may be necessary to plan and scheme to pay bills promptly.

Yet, one must remember that this is an aftermath of such a dislocation of business as the world never saw before; that in many countries business was shattered; that the wonder of it all is how we came through so far so well; that already signs of improvement and recovery are beginning to be seen.

There is no excuse for pessimism. The Continent of America has been wonderfully blessed by prosperity—in fact, conditions have been almost too favorable in Canada and the United States.

We will soon recover from the present uncertainties. The business man should always meet a difficult situation with pride in his ability to carry a load and with a brave spirit that will cheer others and make the way lighter for them.

INVENTORY FOR DETERMINING PROFITS

Business Research Bureau (Harvard University) points out danger of failure to take inventory

UNDER present conditions competition is so strong in the retail grocery trade, and there are so many opportunities for unseen leaks and losses from waste, spoilage, and theft, that the grocer who does not keep good records of his income and outgo is fortunate indeed if he avoids bankruptcy. Yet a surprisingly large proportion of the retail grocers of the country, judging from the Bureau's observations, do not keep accounts that are even approximately accurate. The result is unstable business, danger of frequent failures, and a heavy credit risk to wholesalers and manufacturers. This is unsound from the business standpoint, and a heavy burden to the public, which eventually pays the price of lax methods.

Actual Inventory Necessary at Least Once a Year

A majority of the retail grocers at the present time undoubtedly have records that are inadequate for their needs, or none at all. The Bureau has found many cases of retailers who had no accurate information as to their profits or expenses and who did not know even approximately where they stood financially. There are many who never take an inventory of their merchandise on hand. Profits cannot be determined, of course, unless an actual inventory of stock on hand is taken at least once a year. Numerous other merchants who do take an inventory fail to include in their expenses some of the important items. One retail grocer, for example, stated to the Bureau that his total expense was 5 per cent. of his sales. He had omitted numerous charges which his business should bear. An item that is frequently omitted is the salary of the proprietor. Fully one-half of the retail grocers, moreover, do not keep an account of the merchandise taken out of the store for their family use. This is not sound business management.

An Example of Slip-shod Methods

A grocer, with a well-equipped store in a western city, has just furnished an example of the danger of slip-shod accounting methods. In 1913, his sales were $21,000 a year. He did not take any inventory of his stock on hand. He estimated his cost of merchandise sold by deducting a certain percentage from his sales. This figure was subtracted from the sum of his previous estimated inventory and his purchases to give an estimate of the stock on hand. He had an itemized record of most of the expenses of his business, and he included a salary for himself, but he did not keep any record of the goods taken from the store for family use. He charged his twine, wrapping paper, ice, and telephone to his purchases of merchandise, and did not include them in his expense. He felt that this made his bookkeeping easier. With little additional effort he could have had a complete statement of his accounts in full detail. In March, 1919, the Bureau received another report from him. This report showed that he was continuing his inaccurate methods. During the period of five years his business had been going constantly down-hill from the profit standpoint. His sales, due to competition, were slightly less. He had just discovered, perhaps too late, that he had lost a substantial sum of money in the business, and did not know where it had gone. He had borrowed money by means of notes, and on life insurance, but it had all disappeared, and his net worth statement proved his own assertion that he was on the verge of bankruptcy. This is a typical case of a retailer who faced business ruin because of his failure to take inventory and his lack of complete, accurate knowledge of his profits and expenses. Had he known in season just where his leak or loss was occurring, he probably could have stopped it. The time and effort that would have been required for taking an annual inventory and keeping a few additional records would have been a small amount to incur for the insurance of his profits.

Working Under Big Handicap

Another similar case is that of a retail grocer in a large eastern city. He was fortunate, when he entered the grocery business, in securing an unusually favorable location in a rapidly growing suburb. In 1914, after three years in the business, his annual sales were $130,000, but at that time he had no records that showed him exactly where he stood. The business had grown rapidly and profitably, but it was necessary for the proprietor to be constantly in the store. He was relying upon personal watchfulness, without adequate accounts and records. In March, 1919, he was visited again by an agent of the Bureau, who found him just ready to dispose of his business. He admitted that he was beaten. With such a large volume of business, unseen leaks had drained away his profits.

Value of Proper Records Demonstrated

Another retailer in the same city with a less favorable location, but with a similar volume of business, put his accounting methods in order in 1914 and began to compare his results with those of other stores. In 1919, the Bureau found that he was not only making a profit, but instead of being beaten by chain store competition he was about to rearrange the lay-out of his store in order to take care of a further expansion of his business. He was prepared to do it through the knowledge of his business that he had gained by keeping thorough records. The first of these two grocers had by far the better opportunity, but he had failed to grasp it.

In retail grocery stores where an inventory is taken, the stock is most commonly checked up between Christmas and New Year's Day each year. Some stores take a semi-annual inventory the first of July, and there are a few large stores that take a quarterly inventory

Taking the Inventory

The inventory of stock on hand is usually taken at billed cost with a deduction for any decline in market prices after the goods are purchased. In conservative management it is seldom safe to assume that unsold stock on the dealer's shelves is worth more than he paid for it. Consequently, the practice of a few grocers of taking inventory at current market prices on a rising market is not considered sound. It shows paper profits which have not been earned. Under

conditions such as the present, when prices are subject to rapid change, especial care is necessary to avoid overvaluation of stock on hand.

Numerous instances have come to the attention of the Bureau in which retail grocers thought they were running their business at a profit when they were actually operating at a loss. In some cases this was due to the fact that they figured their profit on the cost of the goods sold, and their expenses on the sales. If a retailer's expenses were 16 2/3 per cent. of the sales, and his gross profit 20 per cent. of the cost of the goods sold, he would just come out even at the end of the year, for 16 2/3 per cent. on the selling price equals 20 per cent. on the cost. Either cost or selling price might be used as the basis for both profits and expenses. The more practical method, from the Bureau's observations, is to figure both profits and expenses on sales.

HOW TO GO ABOUT TAKING STOCK

Suggestions as to how stocktaking can be best carried out—Necessary to be accurate in the work

THE first step in the making out of an annual financial statement is the taking of stock. It is one of the most objectionable parts of the work, too, but that should not stand in the way of the merchant who is anxious to succeed, for the advantages of knowing the exact standing of the business, at least once every year, are so great that no merchant should neglect to make an annual inventory.

Avoid Guesswork

In the modern scheme of conducting business there is no place for guesswork. There are still some merchants who think they can gauge the progress of their business sufficiently without going to all the trouble of taking stock, but these dealers are gradually realizing the folly of their ways. It has been brought home to them by reason of the fact that after many years of merchandising they have found that results have not been what they should have been and they have realized that the only sure way of conducting business is to eliminate all the guesswork and operate on certain knowledge such as is given by stocktaking and inventory.

How to Proceed

Getting down to the actual work of stock taking, the best method of procedure is for those engaged in the work to divide themselves into twos. One man calls off the stock as he counts it and the other inserts the quantity, description and cost price, if it is known, on the inventory sheets. Loose sheets are the best for this purpose. They can be bound together afterwards.

Go about the work in a thorough and systematic manner. It is a bad plan to do a little here and then jump to another section of the store. Clean up everything as you go along and then there will be no doubling back over the same ground and the chances of making mistakes will be lessened. It saves time to collect all articles of a like nature together and count and record them all at once.

Sales Made During Work

Many dealers aim to take stock at a time when business is not being carried on. One dealer known to the writer gets the staff to come to the store at three o'clock in the morning on a Monday and so the work of taking stock is cleaned up before business commences. Others make a practice of taking stock after the store has been closed in the evening. If stocktaking is to extend over a considerable business period it will be necessary to have a system so that goods that have been listed will not afterwards be sold and included in cash on hand as this would mean a doubling up of such resources.

As goods are called off a slip is left on them showing that they have been taken. Then, if any of the goods are sold it is noted on the slip. These items are deducted from the total of the stock sheets, because their amount is represented in cash or book accounts.

Work of stock taking can be facilitated by a little preparation in advance. Stock of a similar character can be grouped and weights of containers of bulk goods ascertained. This will help you speed up actual stock taking and reduce the time necessary.

PSYCHOLOGY OF CONSISTENT ADVERTISING

PRESENT day methods of living, with their diverting policies on every hand, demand the need of thoroughly impressing the possibilities of the goods you are trying to sell on the minds of those you are trying to reach, before any appreciable results will be forthcoming. People in general are not enthused over any message the first time it is read. It requires a consistent campaign in order to bring the possible purchaser into the right attitude to buy, and although the sales may be slow at first, nevertheless you are building up a lasting friendship which will stand you in good stead later on.

Experts have shown that thought travels in waves and reaches its zenith the same as a man climbing a hill reaches the crest, and then gradually fades away. It has been proved that the highest peak is reached during the first two minutes of consideration and this means that the points you wish remembered must be absorbed in that two minutes. During the next twenty minutes the memory of it fades away, proving the necessity of constantly displaying and advertising goods.

If you are making a determined effort to sell goods by featuring them in the windows or on the counter, your show cards are the medium which will impress their value on the minds of your customers. Make it a point to change your message regularly, as nobody is willing to read stale news. However, it is advisable to have some sign or identification running through the whole series, because if your prospective purchasers to forget the contents of the message, they are apt to remember the trade-mark, and order by that alone.

Any wide-awake, clear-thinking druggist can easily see the sense of these arguments. People do not buy goods impulsively. They want to know something about them first. You can make your goods known by sound publicity, and when they are known, create a desire to purchase them.

MAKING OUT FINANCIAL STATEMENT

How to proceed after stocktaking—Preparation of statement that shows net profits of past year

AFTER taking stock the dealer is ready to go ahead on the preparation of an annual financial statement that will show him exactly how his business stands. The financial statement is a summary of the assets and liabilities of the business. Assets include amount of stock, accounts on books, fixtures and equipment, cash in bank, cash on hand, and bills receivable. Liabilities include amount due on stock, drafts signed and not due, and all other outstanding obligations of the business.

By balancing liabilities against assets, the net worth of the business is secured, and by comparing this with the standing when the financial statement was made out previously, the net profit for the year will be ascertained. The dealer is then in a position to judge whether profits for the year have been satisfactory.

How to Make Out Statement

We reproduce here a sample financial statement, showing how this important record should be made out. In this case the total stock was found to amount to $2,470, and with other assets, including book debts, equipment, cash and notes, made total resources of $5,425. On the other hand, the liabilities of the business, including amount due on stock, drafts signed, and other obligations, totalled $1,800, leaving a balance of $3,625. Last year, when this dealer took stock, he had a balance of $2,400, so that his net profit for the year amounted to $1,225.

If any money had been added to or taken from the business during the year the amount should be added to or deducted from the balance to arrive at the real net profit for the year.

In case the dealer owns the building he occupies and wishes to include it in the statement, if there has been any advance in the value of the building the amount of advance should be deducted from the net profits of the year to show the exact amount of money made by the business itself. The advance in the value of the building should have nothing whatever to do with the profits of the business. If, however, any improvements have been made in the building during the year, and the cost has been borne by the business, it is then only right that the advance in value should be allowed in the net profits.

A Sample Summary of Financial Standing

Resources

Amount of stock	$2470
Accounts on books	1235
Fixtures and equipment	675
Cash in bank	585
Cash on hand	90
Bills receivable	370
	$5425

Liabilities

Amount due on stock	$1365
Drafts and cheques signed	345
Other obligations	90
Resources over liabilities	3625
	$5425
Resources over liabilities—this year	$3625
Resources over liabilities—year ago	2500
Net profit for year	$1225

A Happy New Year

MAY you have a happy and prosperous year. May you develop greater merchandising skill in 1921 and thus attract more customers into your store and sell them more goods than ever before.

May your health and the health of your loved ones be of the best so you may enjoy what prosperity comes to you.

May you appreciate more than ever the downright romance of the furniture business, developing full appreciation of what it means to those customers who first furnish a home; to those who find it possible to buy a new dining room suite or a new bedroom suite; to those who find a need of a new baby carriage—for to get this vision is to understand your customers better and to enjoy your work more than ever before.

May you have many times the delight that comes from having done a good turn to some one else.

THE CANADIAN FURNITURE WORLD,
51 Wellington St. W., Toronto.

Building Confidence in a Retail Store

An address by C. A. Taylor, a successful Indianapolis retailer

Some years ago I was much impressed with an article (written, I think, by Alexander Revell) in a trade paper in which he laid stress on the importance of "service" in building up a retail business. In fact, as I now recall it, the author took the position that service is the one thing in which any given store may really hope to excel the others. He made the point that in almost any city there are many big stores, each physically almost an exact counterpart of the others and each, broadly speaking, equipped with just about the same fixtures, the same general merchandise, sales methods, etc. He insisted that the stores are almost on a dead level and that the only chance to stand out from the "general run" is to develop initiative in the matter of superior service. Only in this respect, he said, is there opportunity to inject personality and to develop a "store character," so to speak, that may enable such an institution to dominate its field.

It was the above idea which led me to focus on the matter of service in our store; the more I studied it, the more interested I became. The consideration of the matter of service naturally involved all questions of store policy, and thus I soon found myself speculating on the sort of service and policies that might seem to offer the greatest assurance of permanency.

In fact, out of the continued study of these questions grew an ambition to build our business on a foundation of public confidence that would be so substantial and enduring as practically to defy competition. We decided that plain, simple confidence and good will were the building materials for this everlasting foundation.

Then came the question of how to get this confidence and good will. We decided that it must come through making friends and also, of course, through avoiding making enemies. Most merchants have heard the Marshall Field maxim, "The customer is always right," but few merchants, I imagine, ever live up to it fully, if indeed Field's do.

However, we felt that this probably offered us the most promising opportunity to make friends and not enemies, so we began to discuss with department heads a policy of greater liberality in adjusting claims.

All this was in the beginning—several years ago. At first we moved slowly, i.e., we yielded one point at a time in our effort to do what the customer wanted. Our department heads, in conference, were inclined to admit that our liberal policies were good, but they gave more or less grudging assent as we decided on one concession after another—apparently believing in the liberality more as a general principle than as specific promise to be applied to his own department. In other words, a department head was favorable to the general policy, so long as it applied to other departments, but inclined to "back-pedal" when it came to an adjustment that meant a "loss" to his own department. Right here is the crux of the whole question:

No matter what sort of agreement you may seem to have with your department heads, no matter how fully they may seem to enter into your conception of this liberal policy, until you have these several managers actually "sold" on this idea, you need not hope for any real success in carrying it out.

Fortunately we had formed, about two years ago, an executive board composed of the department heads and executive assistants (nine in all, including myself), and we found this organization very valuable in working out our policies. Through regular monthly meetings, gathered around a big dinner table, we secured an interchange of ideas and a personal contact, followed by discussion—all of which gradually crystallized our ideas into the final policy expressed in our slogan, "You be the Judge."

As I have tried to explain, this slogan represented a culmination or final outcome of months and years of gradual expansion of the idea of "liberality" in handling our customers. It meant more than exchanging goods, more than money-back-without-question, more, in fact, than any store, so far as we know, ever undertook before—the absolute guarantee of satisfaction to every customer, no matter when he bought, no matter what he paid, no matter how unreasonable the complaint. We, in turn, said to every customer, "It's your fault if you are dissatisfied with any purchase at Taylor's; we guarantee satisfaction," and "You be the Judge."

So much for the guarantee. The reader can see that our company went on record to go the limit, to play the game 100 per cent. But the actual fulfilment of our promise still rested with the final court in each department, i.e., the department head. Here we find that human nature enters very largely into the question. When some unfair and unreasonable customer comes along with a demand which seems perfectly preposterous, it is really very human for the department manager to feel that this is a case where we cannot accede to the customer's request. But by constant contact and discussion in our executive board we are gradually making progress; gradually putting ourselves in a frame of mind where we can be prepared to meet even the unfair customer with a smile and readily acquiesce in his demand.

Our theory is that honest people are overwhelmingly preponderant, and that for this reason we are safe in adopting a slogan which sounds almost foolishly liberal. Believing in the fundamental honesty of most people, we simply rely on the law of averages, and when a very aggravating case comes up, we remind the department manager that we are relying on this law of averages and that he must expect a few bad cases, because they are necessary to preserve the average.

In considering the adoption of this plan of extreme liberality in adjusting complaints any merchant will realize that it can be only a part of a general code, each principle of which must be in harmony. Unless goods are marked in plain figures and an honest one-price policy is adhered to, unless merchandise is marked and sold on its real intrinsic worth (and not on a "what-the-traffic-will-bear" policy), and unless you are prepared to say "money back without question," and to do every other first class, straightfor-

At the Toronto
FURNITURE EXHIBITION
January 10 to 22, be sure to see the

Brunswick
PHONOGRAPHS AND RECORDS

From a merchandising, as well as a musical standpoint, the Brunswick will appeal to you. It is, unquestionably, the best value in the phonograph trade. The cabinet work is a product of the Brunswick-Balke-Collender Co.—a concern which has been an outstanding leader in fine wood-craftsmanship for seventy-eight years. And then, there is the exclusive

Brunswick Method of Reproduction

This consists of these two patented features, which, in combination, produce the superior tonal effects from all makes of records for which the Brunswick is now world-famous:

All-record, All-needle Ultona

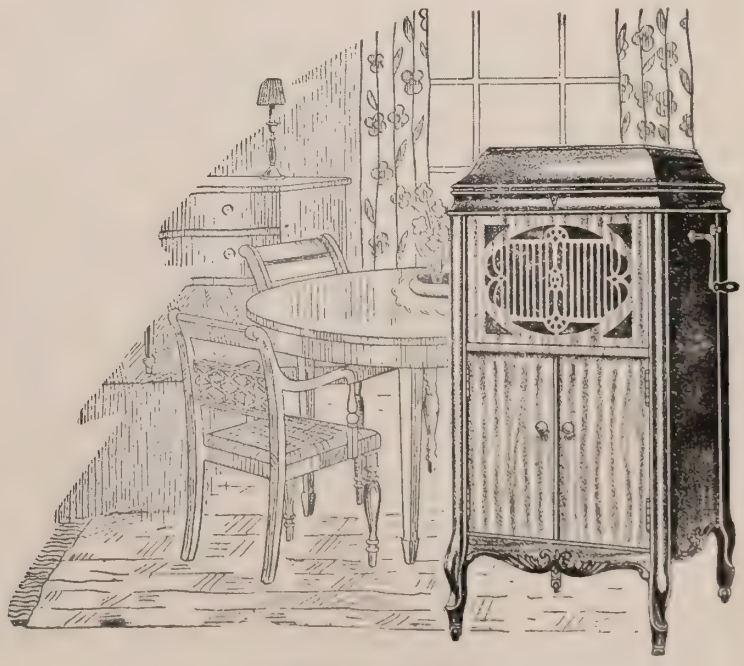
solves the problem of playing all makes of records without attachments or extras. Nothing to take off or put on! The Ultona is instantly adjusted by a mere twist of the wrist to play each make of record with the correct diaphragm, the precise needle and the exact weight. And it actually does make all records last longer.

All-Wood Oval Horn

The laws of acoustics prove that sound waves travel naturally in ovals or circles. So we build the Brunswick horn round—and entirely of wood like a fine violin. It actually does eliminate the harshness and tinny timbre so closely associated with old-time talking machines.

See and HEAR the BRUNSWICK

A full range of Table, Cabinet and De Luxe Models, which retail from $80 to $1250, will be on display, with competent demonstrating salesmen to answer all your inquiries.



Remember that you have the
BRUNSWICK RECORD
to link up with the Phonograph. It plays on any phonograph with steel or fibre needle.

The Musical Merchandise Sales Company

Sole Canadian Distributors

79 Wellington St. West, Toronto

Exhibit—5th Floor Kay Bldg., Toronto—
Jan. 10-22.

MADE IN CANADA

ward thing that a merchant should do—then there is no use to consider the liberal adjustment plan. It is essentially only one part of a code which must be lived up to in every last detail, if one is determined to build that solid foundation of confidence to which I alluded in the beginning.

While we actually know of few cases of direct reward for our liberal methods, we have very gratifying testimony from surprised and delighted customers whom we confidently expect hereafter to be consistent boosters for our store. This sort of thing, word-of-mouth advertising from our customers, we regard as the most valuable and most desirable influence we could possibly hope to have for our business.

The consideration of this policy and its effect on a store would be quite incomplete without reference to its wonderful impression on the sales force. Not only have the salesmen seemed to show an improved "morale," an increased pride and confidence in their store, but they have discovered a new tool in their hands. This is a tool for closing sales—something to be used at that critical moment connected with signing on the dotted line; that moment of wavering on the part of the customer. It is then, when the customer is apparently "sold" and yet "hesitates" that our men say, "Well, you know you take absolutely no chance in this store; we guarantee satisfaction. You be the judge."

It only takes a minute or two for the salesman to put this thought across, because he really believes it himself, and his obvious confidence in the right purposes of this store makes it easy to win the customer's confidence in it, too.

So we believe our salesmen are finding a very real application for this new selling idea, and when we think of this in connection with the big constructive effect of our liberal policy, we feel sure we are on the right track.

Naturally, every merchant of vision is striving to look into the future and to build a business prestige which will be productive and enduring. Our own feeling is, if the rest of the store's principles and methods are right, this you-be-the-judge idea of absolute integrity behind the goods, offers about the most certain foundation for permanent growth of anything we can think of.

BRITISH INDUSTRIES FAIR

Arrangements have been completed for the reception of a record number of visitors to the British Industries Fair which opens on the 21st of February in London and Birmingham, and on the 28th of February at Glasgow.

The first British Industries Fair was held in London in 1915 and the success which has attended the Fairs held since that date has satisfied the Department of Overseas Trade as to the correctness of the system of organization. The coming Fair, though vastly increased in size and comprising the largest number of exhibitors of British and Colonial manufactures ever assembled in one trade fair, will be run on the lines which proved so successful in the past.

As only genuine trade buyers are invited, all who visit the Fair are known to be there for business and not for curiosity. Exhibitors are therefore able to give proper attention to the buyer and the buyer is able to do his business unhampered by crowds of sightseers. F. W. Field, British Trade Commissioner at Toronto, will be in attendance at the London Fair.

A TRAVELLER'S TRICK

By B. C. Forbes

"Don't be misled by appearances and don't let 'No' count for an answer just because it happens to be the opening speech of your prospective customer," said the head salesman for a well-known paint house, who has retired from the road.

"Many young salesmen have not only lost what would have turned out to be profitable trade, but also have lost heart to such an extent that they have given up their jobs after a short trial at the game and have gone into some less profitable calling.

"The fact that when you visit a man and he has a grouch and he says he won't even look at your goods doesn't mean that you stand no chance of a sale. Some of the best customers I have ever had were confirmed grouches and suffered from dyspepsia or indigestion or perhaps a half dozen other different complaints.

"It seemed that they had their worst spells just the day that I managed to get in to see them, and for the first couple of trips I felt it was useless trying to sell to a man that stood ready to bite one's head off.

"I made return trips to these same individuals and in the course of time I had them lined up and tucked away nice orders for my house far deep in my pocket.

"I found that the old story that misery loves company was true, and in one particular case, where the customer was a big buyer and a cash buyer, I felt that it was up to me to go after him, despite his gout, dyspepsia or whatever it was that gave him the style of a Roman tyrant.

"The morning I called I heard that 'the old man' was in a bad mood and probably wouldn't care to see me. Right there I learned what his particular complaint was. It was dyspepsia. In a moment I had excused myself and went to the nearest drug store, where I bought a box of a certain brand of dyspepsia pellets and returned to my customer's office. When he came down I was doubled up with pain and started in to swallow one of the pellets.

"The 'old man' looked me over, and as I hadn't mentioned a word about goods he asked me what the trouble was. In a minute he had my story as to how I suffered from dyspepsia, and how a friend of mine had been cured by the pills I had. Inside of a moment he was telling me all about his complaint, and in less than twenty minutes we were as chummy as two birds in the sunshine .

"That was the psychological moment, and while I had him in good humor I let fly, and with the result that he gave me a nice, big order that I might have had to waste a lot of time in getting otherwise."

UTILIZE ALL BRAIN ENERGY.

Success depends upon the amount of brain energy expended. If utilized to the greatest extent, there is enough energy in the average brain to bring to a successful conclusion any reasonable enterprise undertaken. It will always be noted that the man who fails is, in most cases, lazy. He may be bright and resourceful, but he does not apply his brain power. If he did he would not fail.



We beg to announce that in addition to our regular lines of WILLOW FURNITURE, we have added a few selected designs in Reed Furniture, made from the Best Quality American Reeds. A trial order will convince you that these designs are the best value on the market.

We might also say that we are now able to secure larger quantities of Willows from France and England and we are now in a better position to supply orders promptly.

BRANTFORD WILLOW WORKS Brantford, Ontario

Be sure and get the old Reliable Brantford Willow Works Furniture. We have no connection with any other Reed Company in Brantford

SHOW WINDOWS AS SALES MEDIUMS

WINDOWS are good sales mediums only for such stores as can produce business through them. Imagine, if you can, a high-priced clerk going on day after day with no visible sales to his credit—and yet there are hundreds of windows that are practically a liability because they fail to create a buying desire.

There are, of course, many reasons for a condition of this kind, many of which can be overcome.

Very often window display men are not entirely free to exercise their own judgment and originality---they are handicapped by the directions of some executive above them who is not familiar with the work, but who, because of general merchandising experience think they understand the psychology of window display appeal.

Furniture windows offer an exceptional opportunity for distinctive display and the exercise of ingenuity in decorative effect.

Trained window display men have discovered that all people are susceptible to suggestions if the thought can be so presented that it will cause them to stand and look.

The most cherished thoughts of men and women concern the home. Around it lingers the fondest memories and sentiment plays an important part in creating desire.

The most potent appeals to love of comfort or to other like motives may be conceived and worked out in display. The windows as a rule are large and space is ample to allow the use of much material and the exercise of original ideas.

Make your windows tell a story. A strong human-interest suggestion, pictured in an understandable way, will cause people to stop and admire and then buy.

HER PENCIL FAILED

The teacher had told her class to draw what they would like to be when they grew up.

At the end of the lesson one little girl showed an empty slate.

"Why," said the teacher, "isn't there anything you would like to be when you grow up?"

"Yes," replied the pupil promptly. "I would like to be married, but I don't know how to draw it."

PUT SOME GINGER IN YOUR SALES

ENTHUSIASM has accomplished practically all the greatest undertakings in the world. The part it plays between the salesman and the customer is paramount. It multiplies the salesman's power and raises his ability to the highest point of efficiency.

Enthusiasm is the "ginger" of a sale. Without it the efforts of the salesman are flat and tactless, and the customer remains unimpressed. Goods enthusiastically presented are half sold at the start.

If you are enthusiastic in your work and over your goods the customer will catch the fever.

Enthusiasm is the greatest asset to the salesman. It is the keynote of success. Inject it into every sale you make.

Don't Interrupt a Sale

There is another thing which interferes greatly in making a sale. You must never disturb anyone who is busy serving a customer unless it be for something very important.

It breaks the link and if a customer is unsettled, it gives them a splendid opportunity to leave and all your previous efforts will be in vain.

The fact of the matter is the more privacy you can have, the more you can dominate over your customer, and they will feel more at ease.

Bear this fact in mind. It is only a trifle but is an important one for the success of the store.

DISCOURTESY IS EXPENSIVE

The most expensive thing about any store is a discourteous clerk.

The highest priced fixture that can be installed in an office is a discourteous "information girl."

And the most costly individual in the personnel of a railroad is a discourteous ticket seller because he comes in contact with more people than any other person.

In a year's time a few dozen habitually rude ticket agents will waste enough assets in the form of good-will to pay the president's salary.

Courtesy saves time, labor and temper.

If courtesy could be made automatic, and could be embodied in a machine, or injected into the veins of people like a vaccine, business men would pay fabulous prices for the machine or the injections. They know that courtesy is as profitable as honesty.

It can be likened to a carpenter's plane.

A sharp plane slices off shavings neatly and quickly, leaving a clean, perfectly true working surface. A dull plane uses up the worker's energy, and does less and poorer work.

This editorial will not help the chronically discourteous person—if there is such an individual among the readers of this journal. Chronic discourtesy is not an ailment that can be treated by an editorial writer—the job belongs to the physician or the surgeon.

Ill health is at the root of chronic discourtesy.

Look into the face of the cross, irritable clerk or ticket agent and you will see evidence of internal disorders.

IT'S ALL IN THE STATE OF MIND.

If you think you are beaten, you are,
  If you think that you dare not, you don't,
If you'd like to win, but think you can't
  It's almost a "cinch" you won't.
If you think you'll lose, you've lost,
  For out in the world you find
Success begins with a fellow's will,
  It's all in the state of mind.

Full many a race is lost
  Ere even a step is run,
And many a coward fails
  Ere even his work's begun,
Think big, and your deeds will grow,
  Think small, and you'll fall behind,
Think that you can, and you will,
  It's all in the state of mind.

If you think you're outclassed, you are,
  You've got to think high to rise,
You've got to be sure of yourself before
  You can ever win a prize.
Life's battles don't always go
  To the stronger or faster man,
But soon or late the man who wins
  Is the fellow who thinks he can.

—Author Unknown.

SOME THINGS A CLERK SHOULD KNOW.

That he is never too old to learn.

That his employer's success is his success.

That his advancement depends entirely upon his own individual efforts.

That success is never attained without hard work.

That he will never get something for nothing.

That he should never be ashamed to do for his employer what he would have another do for him.

That he is not paid merely for his presence, but for his work—and is judged accordingly.

That it is his efforts and not his influence which brings promotion.

That the bottom of the ladder is the best place to start.

That when he starts at the bottom and works up he knows more than the man who starts in the middle—and usually falls down.

That persistency, consistency and integrity are the three virtues of success.

That our best retail merchants were once clerks like himself.

If you give your best to your employer, the best possible comes back to you in skill, training, shrewdness, acumen and power.

If you work with this spirit, you will form life habits of accuracy; of close observation; a habit of reading human nature; a habit of adjusting means to ends; a habit of thoroughness of system; a habit of putting your best into everything you do, which means the ultimate attainment of your maximum efficiency.

Resolve that you will call upon all of your resourcefulness, your ingenuity, to devise new and better ways of doing things; that you will be progressive, up-to-date; that you will enter into your work with a spirit of enthusiasm and zest which knows no bounds, and you will be surprised to see how quickly you will attract the attention of those above you.

There is nothing that will hurt your business more than to let the stickers remain too long and accumulate too fast. Like the barnacles on a vessel's bottom, they will impede the progress of your trade.

Know the stock from the front door to the back, so as to be able instantly to put your hand on the article wanted. No customer wants to trade with a clerk who does not know the stock.

The clerk who accomplishes most is the one who does makes the least fuss.

The most clever man is the one who surrounds himself with people more clever than himself.

Toronto Furniture Exhibition

January 10th to January 22nd

We cordially invite furniture men and friends in the trade who are visiting Toronto in January to see our Furniture Display on the 4th Floor of the John Kay Building, 36-38 King St. West. We are showing our line of Bent Wood Chairs, Living Room Chairs and Rockers. The display will be well worth while.



2040 A

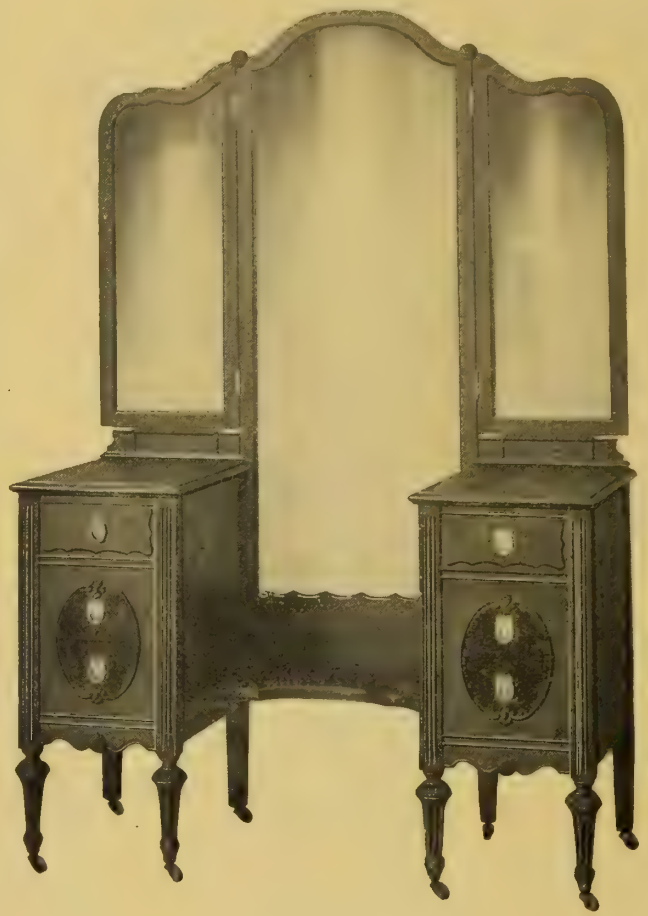


2040 A

Christmas trade has no doubt exhausted your stock in many lines, and a visit to this exhibition will make it easier and more pleasant for you to select new stock for the coming year. Your business for 1921 will need just such chairs as we produce. A live line which will appeal to those of moderate means---the most profitable class of your trade.

The North American Bent Chair Co., Limited

OWEN SOUND - - - ONTARIO



No. 548-A

Chrome Wa

AT

TORONTO FURN

JANUARY

Before buying elsewhere see our "Chrome Walnut" Furniture and Chairs which are better than ever this year.

Beautiful Canadian Birch has been brought into prominence as a cabinet wood by our "Chrome Walnut" perfection finish as it never was before. Increasing sales have been the best proof of its well deserved popularity.

Ask especially to see the No. 548 Louis XVI Bedroom Suite illustrated on these pages.

THE NORTH AMERICAN FU
THE OWEN SOUND

OWEN SOUND



No. 548



No. 548

nut Furniture

THE

TURE EXHIBITION

10th to 22nd

In addition to this one feature we are, of course, showing a wide range of medium and high-grade productions, introducing many new designs executed in the best imported woods.

The workmanship will be found to be up to our usual high standard and is of the kind to make permanent friends.

You will find our exhibit on the 4th floor just as you leave the elevator. Feel free to make our office your headquarters while in Toronto.



No. 548

RNITURE CO., LIMITED *and*
CHAIR CO., LIMITED

ONTARIO



No. 548



No. 548



No. 548



No. 548

Toronto Furniture Exhibition

January 10th to January 22nd

We extend a cordial invitation to Furniture dealers and friends to see our display at the Toronto Furniture Exhibition. We are showing our complete line of Marshall Products, including the new

Marshaldown and Marshalfelt Mattresses

The Marshall display will be one of the best and most interesting in the John Kay Building, at 36-38 King St. West. Your visit will be appreciated.

THE MARSHALL VENTILATED MATTRESS CO., LIMITED

Chicago, Ill. Toronto, Canada London, England

ON EXHIBITION DURING JANUARY

AT OUR FACTORY SHOWROOMS, KITCHENER

Complete Line of

CARRIAGES

STROLLERS

SULKIES, etc.

1921 LINE



An opportunity to see the goods before buying

C. H. Hartshorn

KITCHENER, ONT.

Truthful Advertising Renders Valuable Service

By RICHARD H. LEE

Much has been said about the absolute necessity—the cash drawer value—of truth in advertising. Therefore, the following statement, which has been sent out by the National Vigilance Committee of the Associated Advertising Clubs will be of special interest, because it tells just how to apply truth-in-advertising. This statement was circulated, recently, among merchants of Louisville by the Better Business Bureau of that city, and similar statements have been issued in other cities having such bureaus. Said the Louisville Bureau:

"The basic principle of advertising is truth. And by truth is meant the statement of all the important facts regarding the article advertised, without the suppression of any detail which, if omitted, would tend to make the article seem more desirable than it really is.

"Truthful advertising, therefore, must be prepared with careful reference to the following points:

" 'Special Purchase' must not be used unless the merchandise has been bought at less than the usual price. 'Overstock,' 'Clearance,' 'Remnants,' and similar expressions, must be used only when they represent the exact facts in the case. If some of the advertisers' own merchandise is included in a sale of specially purchased goods, this fact should be noted.

"Sizes and colors should always be given with absolute accuracy. Expressions like 'all the wanted shades, when the assortment may include only five or six shades in all, should be tabooed. If merchandise is slightly defective, the expression 'seconds,' 'slightly imperfect,' or 'run of the mill,' should be given a prominent place in the description. Merchandise which is old or out of style should not be represented as new and fashionable. Quantities should always be indicated.

"Comparative values have no place in truthful advertising. By comparative values is meant the statement that an article is 'worth' a price in excess of the selling price. Such statements of worth are usually the optimistic opinion of the one man or woman who bought the merchandise, and are usually exaggerated. Where an article up to the time immediately prior to the appearance of the advertisement, has been selling in the advertiser's regular stock, at a higher price, it is entirely permissible to mention this. Such a statement is a fact, and capable of being verified. The use of a comparative price several months old, however, is likely to be misleading and should be avoided.

"Illustrations should always faithfully represent the object advertised, and should not convey any false or misleading impression of its size or appearance. The custom of using illustrations which do not directly refer to the article advertised should be discontinued, unless such illustrations are clearly used only as a decoration to the advertisement or as an identification of the class of merchandise advertised.

"Store signs and windows and other merchandise displayed must conform to the same standard of truthfulness as the advertising.

"Advertisers must use every possible effort to see that representations made by sales people are in conformity with the advertising.

"Our shoppers have brought to light that some of our retail stores advertise a well known brand of merchandise at an attractive price, and in displaying these articles in some attractive place, they not only include the advertised merchandise, but mix in other merchandise of inferior quality or other makes, which sell regularly at the price quoted in the sale.

"Apparently it is the idea to 'work off' regular stock if possible, on the public who respond to the advertisement.

"This, we believe, is most detrimental practice, and every precaution should be taken to eliminate it, or the customers' confidence will soon be destroyed in the concerns who resort to such practices.

"Business men are becoming aware of the fact that as individuals, and as a group, business houses cannot afford to attempt to fool the public. It costs more to advertise to people who have been fooled."

CHINESE RATTAN FURNITURE BOOMING

As a reaction from a long period of little business, somewhat of a boom has been in evidence in the rattan and sea-grass furniture trade of Hong Kong, says a recent Government report. It began toward the close of 1919, and manufacturers now report that they have on hand enough orders to keep them busy for six months. A considerable number of rattan workers have been secured from Canton, as while the industry was at a low ebb more than half of the 2,500 employees secured other work. The present difficulty seems to be in securing suitable raw material. Exports to the United States of rattan and sea-grass furniture and related articles, including trays and the like, were valued last year at $250,314. South Africa imported about $25,000 worth and Canada about $15,000 worth of furniture, in addition to considerable quantities of baskets, trays, and similar goods. The demand from all sources continues good, and in spite of the high freight rates there are comparatively few requests for the "knocked-down" type of furniture.



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

James Steele, Limited

Guelph, Canada

LET MONEY TALK TO THEM.

Did you ever see many persons who failed to look at money? There's an idea in this that can be used to impress the price of some article which you want to make a leader. Instead of using an ordinary price-tag show the coins that will be required to purchase the article. These coins can be attached to any card with rubber cement. They first should be polished—make them as bright as possible. Then below your coins, after you have them on the card, and these words: A Bright thought—Money Talks.

AN AEROVIEW OF THE STORE.

Since the great war most everybody is familiar with scenes taken from an aeroplane or an observation balloon. Most of them have seen maps so made. You can have a sketch made of the lay-out of your store (as if you were looking down on it from above) showing the different departments and where various kinds of goods may be found. This can be used in newspaper advertising, on cards or for a window display and will attract considerable attention if it is labelled "An Aeroview of Our Store."

TIMELINESS IN ADVERTISING.

Timeliness is an essential factor in all forms of advertising. When you can couple up your window displays, your newspaper advertising or any kind of publicity with some current event you are gaining ground with the public. You have them thinking that you are always up-to-date in your advertising and consequently your methods and merchandise must be up-to-date. The number of strikes has been one of the main topics of the day. Why not set people to thinking about your store in connection with this topic? At a certain time each day pull down the curtain over one of your display windows and show a placard: This Window Has Gone on a Strike and Refuses to put in Over 8 Hours a Day. It Ought to Take that Long to Impress Everybody With the Merits of Our .....

HOW TO MEASURE SUCCESS.

Rulers, yardsticks and tape-measures are advertising novelties that are kept and used frequently. Therefore the advertising thereon is long-lived. If you use this form of advertising you can profitably adopt the slogan "Our success is measured by satisfied customers." This is a phrase which need not be limited to the souvenirs you distribute. Have your printer make up some slips with the phrase and the name of your store on it and use them at every opportunity.

AN ODD ONE.

A Southern dealer placed three old weather-beaten hats in a window together with a window card offering prizes to the first three customers who gave correct names of the former wearers of the hats with the provision that no prize would be given to any relative or member of the household of any owner of the hats.

This offer can be varied by you to include the display of three neck ties, three vests, watch-charms, or any other article of wearing apparel or jewelry. If you are fortunate enough to obtain articles which have been worn three or four years back you have an advertising stunt which will puzzle the mind of everyone noticing the display and which will bring your store quite a little favorable comment about its originality.

INVITE PHONE ORDERS IN A NEW WAY.

If you cater to orders by telephone there are many different ways in which you can emphasize your readiness to give good service on this class of business. The principal aim is to get away from the stereotyped announcement that all telephone orders are promptly filled. Here is a plan which you can utilize. Have cards or circulars printed using a cut of a telephone and alongside of the picture: Try This on Your Buying Voice "Main 1234. Brown's?"

This catchy idea can also be used effectively on outdoor signs, on stickers to be attached to articles going out from the store, with a window display, for movie slides, with a rubber stamp and in a variety of ways.

BURNING MONEY EFFECT.

Build a fire retainer such as used by out-of-door campers, by piling up bricks or stones to a height of 3 or 4 inches and until they form 4 walls, leaving an open space of 1½ to 2 feet square in centre.

Obtain a small red electric incandescent globe and connect with insulated wire to main wiring of your store. Place globe in the open square, running the wire in from the rear and through the stones. Pile bills in on the light globe and weight with a few small lumps of coal.

Turn on the current and the red glow coming from under the bills and coal gives a fire effect especially suited for use with a drive on special merchandise, and one which allows for good window card copy with headings similar to "Stop Burning Up Money."

If you are a merchant in a town without electric light facilities, purchase a pocket flashlight with a large lens and paste red tissue paper over the lens.

LOVE YOUR JOB

Are you trying to climb where the chosen are;
Where the feet of men are few?
Do you long for a "job that is worth one's while?"
Well, here is a thought for you;
The pots of gold at the rainbow's end
Are sought by the teeming mob,
But the fairies who guard them choose as friend
The man who loves his job.

No matter what grip of hand he has,
How poor or strong his brain,
There's always a place for the man who loves
His work with might and main;
Does he dig a ditch or blaze a trail
Where the dream of man may run?
No clods of earth shall shoulder him
From his place out in the sun!

It isn't the kick, it's not the pull,
That brings the strong man out;
But it's long time work and it's all time will,
And a cheerful heart and shout!
Have you faith in yourself, do you want to win?
There's just one thing can bring you in
With the winners—love your job.

SUGGESTIONS ON SUNDRY SUBJECTS

A collection of worth-while ideas on merchandising for ambitious young business men

CREED OF HAPPINESS

Go to bed right at night. Get up right in the morning. Start the day with joy in your heart, a smile on your face, kindness in your purpose.

If it is a dark day, never mind; you will brighten it up. If it is a bright day, you will add to the brightness. Give a word of cheer, a kindly greeting and a warm handshake to your friends.

If you have enemies, look up, pass them by, forget and forgive.

If all of us would only think how much of human happiness is made by ourselves, there would be less of human misery.

If all of us would bear in mind that happiness is from within and not from without, there would be a well-spring of joy in every heart and the sun would shine forever. Try it!

TELLS HOW TO BE LUCKY

First everybody won't be lucky—but if you want to be luckier than the other fellow, just work harder than he does.

Take a little more interest in your job than he does in his. Start to work a half hour earlier than he does. Work a half hour longer than he does.

Concentrate your thoughts on your work all the time more enthusiastically than he does.

Keep it up day in and day out, and finally you will be luckier than he is.

Do you want to be lucky under those conditions? If you do, you can count on it, you are lucky now and everything you put your hand to will be likely to be lucky for you.

It takes hard work to be lucky but it is worth all it costs.

LIGHT AND WINDOW DISPLAY

Dark blue reflects 6½ per cent. of the light falling upon it.

Dark green, about 10 per cent.

Pale red, a little more than 16 per cent.

Dark yellow, 20 per cent.

Pale blue, 30 per cent.

Pale yellow, 40 per cent

Pale green, 46½ per cent.

Pale orange, nearly 55 per cent.

And dull white, 70 per cent.

A window finished in light oak can be lighted with much less wastage than a window finished in dark mahogany; likewise, a window in which white goods are displayed, can be lighted much more economically than a window for a display of dark clothing, furniture or hardware, such as stoves, tools and goods of a like nature.

IF YOU ARE A SALESMAN

You must have tact—the ability to deal with different temperaments and get along with all of them.

You must be open-minded and be willing to accept suggestions.

You must have a thorough knowledge of your goods.

You must have enthusiasm. Enthusiasm is to a salesman what a lighted fuse is to a bomb.

You must be sincere. This qualification not only gets business, but it also makes friends and holds them, and it is very essential in business to have friends.

You must be loyal. If the salesman is not loyal to his house and his goods he cannot hope to make a success or get the amount of business he should. If he is not loyal and cannot do something to make him loyal, he is wasting time by staying with the concern he is representing. He is doing not only himself but also his firm a great injustice.—Hugh Chalmers.

THE REAL SALESMAN

One who has a steady eye, a steady nerve, a steady tongue and steady habits.

One who understands men and who can make himself understood by men.

One who turns up with a smile and still smiles if he is turned down.

One who is silent when he has nothing to say and also when the buyer has something to say.

One who takes a firm interest in his firm's interests.

One who knows that he is looking out for his own interests by looking out for his customer's interests.

One who keeps his word, his temper and his friends.

One who wins respect by being respectable and respectful.

One who can be courteous in the face of discourtesy.

One who is loved by his fellow men.

—The Salt Seller.

WHY HE FAILED.

He handled too many brands.

He never added his cost of doing business to the invoice cost when pricing his goods.

He always talked cheap prices instead of talking quality.

He made his customers feel that he was doing them a favor by selling them their goods.

He bought of anybody and everybody that had anything to offer him at a price.

He was always inclined to argue with customers who made complaints.

He was too lax with his credit customers.

He didn't keep his store clean.

He tried to undercut his price-cutting competitor down the street.

THIRTY YEARS OF PROGRESSIVE GROWTH

The Gold Medal Furniture Mfg. Co. Ltd., Toronto, held a convention of their branch managers and sales staff in their offices and warerooms on Van Horne street, that city, on January 5, 6, 7 and 8. Managers and superintendents from the Toronto, Montreal, Winnipeg and Uxbridge factories, and over fifteen of the firm's representatives from coast to coast assembled to inspect the Toronto and Uxbridge factories, giving a day to each plant. On the 7th and 8th a discussion on the plans and policy for 1921 was taken up in which service and honest workmanship were the keynotes.

All the members of the firm are justly proud of the enviable record of their company which has been built up by over a period of more than 30 years of aggressive manufacturing. The firm has stood for all that is best in the industrial world and its success in the past will serve to inspire all to greater efforts in the future.

Mr. McMurtry, president and general manager, imbued his dauntless Canadian spirit of cheerfulness and aggressiveness into all, and it is confidently expected that 1921 will mark another year of success for this progressive firm.

The Canadian furniture manufacturer ranks high among the manufacturers of the Dominion, and his product is both necessary and useful. It has brought employment and prosperity to thousands and happiness and comfort to millions of consumers in this country. Among the greatest of Canada's furniture industries is the Gold Medal Furniture Mfg. Co., and the thirty years of successful growth of that company should act as an incentive and encouragement to all and should show Canadians that in all lines of endeavor Canadians rank foremost and that the prospects for 1921 and the future are very bright.

W. J. McMurtry of Toronto founded the Gold Medal Furniture Mfg. Co. Ltd. thirty years ago, and he is still actively engaged as its president and general manager. He presided over the recent meeting and was the host o those attending the convention, when a dinner and theatre party was tendered the guests on the evening of the third day.

BUSH RUGS FOR CANADIAN BACKWOODMEN

Rugs are produced in large quantities and in varieties ranging from what are known in the trade as the low bush rug to the superfine Austrian, according to U. S. Consul Percival Bassett, of Leeds, Eng., writing to Washington. They differ considerably in texture, pattern, and colors according to the use for which they are intended and the countries to which they are consigned. Lustre rugs with fancy designs worked out in colors of dazzling brilliancy are held in high esteem by the natives of northern Natal, the Orange Free State, and Basutoland. Owing to the high cost of freight the lustre rugs are not seen in the more northern districts of South Africa and their place is taken by a lower grade known as the semi-lustre. Striped and checked bush rugs are in great demand by the backwoodsmen of Canada, and heavy weights are sent to Australasia. Superfines have an excellent market in South America where formerly the Austrians did a large trade in rugs.

Yorkshire rugs are now in more or less demand all over the world and form an important part of the exports of the heavy woollen district. Horse rugs and saddle cloth are a branch of the same industry; hundreds of thousands of each were manufactured during the war. Manufacturers of fancy rugs were severely handicapped during the war by the shortage of aniline dyes but the machinery never stood idle on that account. Recently manufacturers have been able to obtain British dyestuffs by means of which rugs are being turned out with bright and fast colors equal to pre-war products.

PIONEER FURNITURE DEALER DEAD

Wm. Edwards, a pioneer businessman of Gananoque, Ont., who established the furniture business more than 50 years ago, now carried on by his son, died at his home in that town on the last day of the year 1920 at an advanced age.

During his early life the late Mr. Edwards took a deep interest in town affairs. He was a veteran of the Fenian Raid, a member of the first militia corps formed at Gananoque, a member of the first fire brigade, and a keen lover of river sports. In addition to carrying on the manufacturing and retail furniture business he built many boats when yachting was at its height on the St. Lawrence in the early eighties. He took a great interest in the sport, and was the builder of several fast sailing yachts.

He is survived by two sons, Andrew, furniture traveller, and William, furniture dealer at Gananoque; and four daughters: Mrs. Geo. Hamilton, Calgary; Mrs. Jas. Taylor, Vancouver; Miss Rebecca, a teacher on the Clinton Collegiate Institute staff, and Mrs. Fred. Storey, Winnipeg.

THE WAY BUSINESS SLUMPS WORK OUT

Business booming.	Prices slashed.
Cost of living high.	Many failures.
Credits extended.	Cold feet.
Bank loans too large.	Panic.
Reckless spending.	General cut in wages.
Speculation general.	Cost of living lower.
Not enough saving.	Saving more general.
Bank deposits too small.	Credits improved.
Banks curtail credits.	Banks position stronger
Retailers need cash.	Stocks of goods reduced.
Speculators in panic.	Prices steady.
Prices start down.	Buying more general.
Buying curtailed.	Confidence increases.
Factories close.	Factories open.
Unemployment increases.	Less unemployment.
Pessimism general.	Prices start upward.

Factories busy.
Everybody working.
Confidence restored.
General complaint
About income tax.

Editorial Note.—James O'Hagan, editor of this paper, has been confined to his house through illness while this issue has been prepared for press. It may be that in consequence some news has been missed, owing to the fact that Mr. O'Hagan's assistants are not as familiar with the trade as he is.

Mr. O'Hagan's many friends will be glad to learn that he is about on his feet again.

Good Salesmanship

FIRST AND LAST, BE COURTEOUS

Courtesy in service is the first desirable quality in any salesman. Courtesy is perhaps more than a quality. It is becoming a rare virtue. Courtesy from the store assistant pleases the buying public more than all the selling wiles instilled into salesmen by schools for salesmen. Many buyers appreciate courteous attention more than bargains thrown at them. Many a would-be buyer making his or her first visit to a store, comes away resolved never to enter it again, not because they failed to get what they sought, but because of the "don't keep it" snapped out at them by a discourteous assistant. On the other hand many buyers failing to get their requirements at the first visit have been attracted to call again by the courteous interest shown in them and their needs by a tactful assistant.

Instead of the brusque "don't keep it," the reply has been "I'm sorry we haven't got it, but let us get it for you," or "let us help you to get it. Kindly be seated while we inquire." Even the big department stores should have ample provision for lady customers being seated while so waiting.

The advent of the big departmental store has been responsible for the disappearance of many of the old-time courtesies that made shopping more of a pleasure than it is to-day. In at least one large store in Toronto all these old-time courtesies have been beautifully preserved yet, and many a person visits it to enjoy the "old-time service and attention." The venerable proprietor is always on the floor to greet as many as possible of the shoppers and to see that old customers especially are not kept waiting unduly. The old Scottish custom of seeing customers to the door on their departure is observed as far as possible by the proprietor himself or his floor superintendents. There is an air of courtesy about the place. That is something well worth cultivating in any store.

Here are some remarks on salesmanship that though not new will bear repeating:

The old style of salesman, who rubbed his hands together and made you buy his goods whether you wanted to or not, is almost a thing of the past. A well-known business man recently said that what used to be called "aggressiveness' on the part of a salesman is no longer sought for by employers. He said:

"When I served my apprenticeship, we were taught the art of worrying and harrassing a customer until he really did not know what he wanted, then we induced him to buy something he did not need. Some salesmen were marvellously clever at this kind of thing and I have heard men boast that they never failed to make a sale. I remember an incident in my own experience which illustrates the attitude of employers thirty years ago. A lady came into the store and asked for some goods which we did not have. I suggested some substitutes which she did not want and soon she left the store to try elsewhere. Immediately the boss came along and asked what the trouble was. I told him that we did not have what she wanted. He got into a rage right away.

" 'See here,' he fairly yelled, 'You are here not to sell folks what they want, but what they don't want, any fool can sell people what they want.'

"He could not have stated the position more clearly. We were hired to sell people what they had no intention of buying when they entered the store.

"Our chief idea was to embarrass the customer by 'hot air' until he wasn't quite sure what he did want. We were particularly pleased when we got hold of some unsophisticated farmer and, as we would say to-day 'put one over him.' That way of doing business, however, had its drawbacks. For instance, when a man goes into a store to buy a pair of suspenders or a collar button and comes out wearing a fifty dollar suit, or when a woman who intended to purchase a cake of soap commits herself to buying a washing machine —well—such people are apt to do a good deal of thinking along with their repentance, and they probably make up their minds not to be 'had' a second time. Soon employers began to get wise to the fact that the more aggressive their salesmen were the less business they were getting.

Don't Want That Type

"Now we don't want that type of man behind the counter any more. People do not want to do business with a 'smart Alec' of that kind. They know, or think they know, what they want, and don't propose to be cajoled into buying stuff they don't need."

SHOW YOUR GOODS

Occasionally one sees a salesman who in reply to the question, "Have you so and so?" will reply, "Yes we have this and that and the other," making no move to display the goods. It is the worst kind of retail salesmanship to allow the customer to ask, "Will you show them to me?" To quiz the customer too closely as to just exactly what he wants gives the impression that you want to save yourself the trouble of showing more articles than necessary. Often the customer does not know exactly what he wants, or the exact name of it. He wants to see what you have and make his own selection. Traveling salesmen who sell furnaces and harvesting machines have to be content with merely talking about their wares, they cannot carry them in their sample cases. The retail salesman has the advantage of showing his wares and letting the goods talk for themselves.

A common mistake among retail sellers is asking the customer how much he wishes to pay. Few people go into a store with the idea of spending a fixed amount. Often a customer does not know the average price of the article he wishes to purchase. The question creates an unpleasant impression; it is too much like saying, "How much money have you, I want to get it all away from you." It is better by far to show the article, mentioning its price. If it is too high the customer will soon let you know.

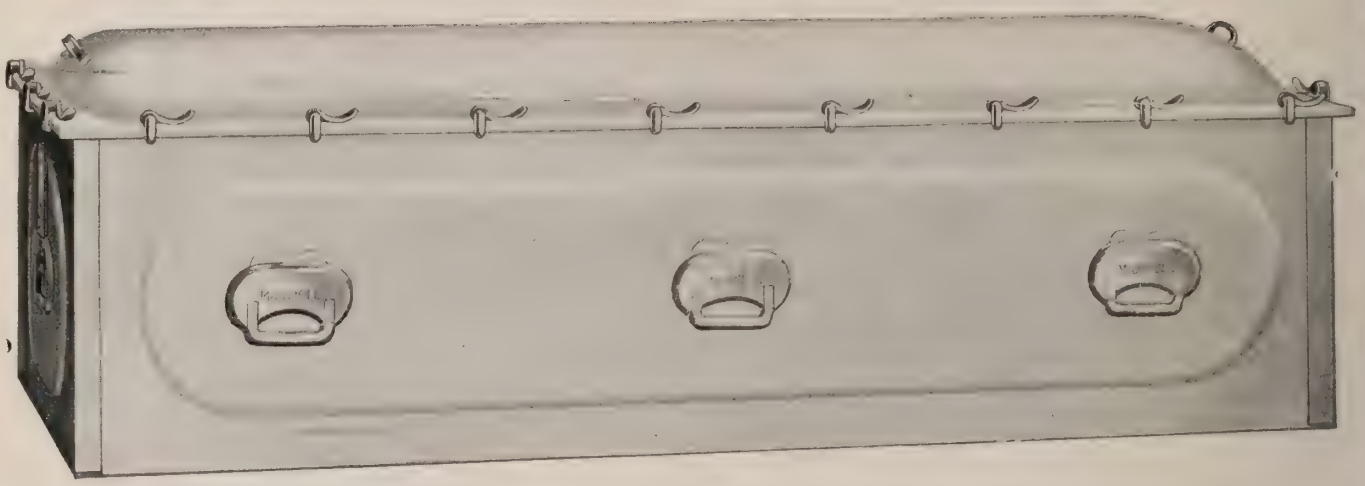
FURNITURE DEALER ISSUES CALENDAR

Wm. Edwards, furniture dealer, Gananoque, Ont., has sent out to his customers and friends a pretty little wall calendar showing a California scene. It makes a bright spot on the wall and is a gentle reminder of where one can obtain good furniture at a reasonable price when wanted.

"I doctor myself by the aid of medical books."

"Yes, and some day you'll die of a misprint."—Boston Transcript.

THE MAXWELL
Sanitary Copper-Alloy Vault



Manufactured Exclusively of Copper-Bearing Steel
The Most Rust-Resistant Steel or Iron

Known to the Art.

Its Superiority is Now Generally Acknowledged

Even by those not making exclusive use of the material.

MAKE NO MISTAKE

Handle and sell the goods you can depend upon.
The Maxwell Vault has never failed you.

Its Quality is Always Maintained Regardless of Expense

Carried in stock by all leading jobbers.

ASK FOR PRICES

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

WORK FOR PUBLICITY COMMITTEE

Under the heading "Deplores Crimes Against Modern City Zoning," Dr. Donald, an "expert in civic planning," in an address before the Western Ontario Board of Trade at Chatham, Ont., recently is stated to have said that "building garages next to apartments, opening funeral parlors among residences, and the committing of similar crimes against the principles of modern city zoning, destroy more property values annually than are lost through fire."

NEW WESTERN FUNERAL HOME

John A. Perl, of Medford, Oregon, is finishing and furnishing his new funeral home, which has cost $25,000. It is one of the finest funeral establishments in the State of Oregon. The Champion Chemical Co. supplied the draperies with which the home is equipped.

WASHINGTON & JOHNSTON EXTENDING

Washington & Johnston, undertakers, Toronto, have purchased from L. W. Trull, his undertaking business and building at No. 80 Danforth Ave.

The building is practically new, and interior finished in oak and chestnut, being cleverly laid out to adapt itself to the most up-to-date undertaking business, located on one of Toronto's best streets. It will be run under the name of The Trull Co., under the management of Washington & Johnston, who are putting in a full line of undertaking supplies, from the cheapest to the best. Mr. Blake Johnston states that all classes get equal attention.

Their large motor equipment consists of two motor hearses, two casket wagons, two motor ambulances, two first call cars, and a seven passenger sedan which can be used free of charge by anyone wishing to make funeral arrangements.

BEAZLEY & WALLACE, HALIFAX

A new undertaking establishment has been opened in Halifax by Beazley & Wallace, with offices, show rooms and mortuary chapel at 85-87 Argyle St. and warerooms on Fraser, off South St.

The members of the firm are Mr. Henry Beazley, a well known Haligonian, who spent some years in Moncton as a member of the C. N. Railways mechanical staff, and Mr. G. F. Wallace, a man of wide experience in the undertaking business and a graduate of the Renouard Training School for Embalmers, New York City. The funeral plant includes two handsome hearses, an ambulance barouche and motor car, and the line of coffins includes a wide range in patterns, finish and trimmings, velour and cloth trimmed and wood finish. The funeral candelabra of the equipment includes the regulation brass stands with and without crucifixes, and also a line of large mahogany stands which carry each a large single candle, the Excello, decorated in silver and the mountings including a crucifix. These candles and stands are largely in use in the United States. At the show rooms is an inscribing machine for lettering coffin and casket plates. The firm carry a big line of shrouds, etc., and a large variety of casket hardware.

J. A. OATES, FUNERAL DIRECTOR

For three generations the family of J. A. Oates, who recently engaged in business as funeral director in Windsor, have carried on in Essex county.

His grandfather, John B. Grenier, was one of the first undertakers in the county, locating at Amherstburg. He started in the profession with an uncle, L. Bertrand, of the same town.

Mr. Oates broadened his experience by service in several establishments in Detroit, and during the last six years in Windsor.

To complete his understanding of embalming he took a course in Demi-Surgery in New York last spring.

The establishment opened by Mr. Oates is complete in every detail, though not a large one. It contains complete operating room, show rooms and a nice lay-out parlor. The equipment is thoroughly modern.

He has a lady assistant, practical in every way.

Mr. Oates has many friends in Windsor and since opening his mortuary and parlors has been well patronized.



J. A. OATES

Why Embalming Fluids Do Not Harden All Bodies Alike

Address delivered at C. E. A. Convention at Toronto

By PROF. CHAS. O. DHONAU, Cincinnati

IN every embalming operation the wise embalmer knows there are many factors. These are as follows:

The embalmer.

The body.

The embalming fluid.

The temperature of the surrounding air.

The relative humidity of the air.

The chemical condition of the body at the time of death.

The chemical condition of the body at the time of operating.

The degree with which the tissues are saturated with the embalming fluid.

The reaction between the embalming fluid and the tissues.

The Embalmer—The embalmer is a person who has been granted a State license to practice embalming. Before he receives his State license he gave reasonable evidence that he was aware of the existence of such sciences as anatomy, chemistry, physiology, pathology, hygiene, and that he had a fair knowledge of such arts as that of injecting embalming fluid, removing blood, camouflaging discolorations when he could not remove them, and generally speaking, being able to make the average body look at least as well when it was placed in the casket as it did before death.

The term embalmer does not carry with it any definite degree of knowledge or sign of preparation and ability. Some embalmers' knowledge of anatomy is limited to their knowledge that if a certain artery is injected the fluid is sure to preserve the body and if they feel that they can raise this artery at will they feel they know all the anatomy they need. Other embalmers have studied anatomy systematically. They can conjure in the mind's eye, when injecting, a picture of the entire circulatory system. They can actually imagine the passage of embalming fluid into the various and diverse pathways and byways that make it possible to force the embalming fluid to all parts of the body. Other embalmers have preparations behind them, some better than the first class, and somewhat short of the second class mentioned. Unfortunately the State Boards were not given a sufficient control over the pre-examination periods of embalmers to be able to compel each applicant for license to have the mind's eye picture of the circulation that is so necessary to enable the embalmer to regulate his use of the circulation as he sees best after he has this mind's eye picture of it. That there has been no standardization of the embalmer's education is due partly to the fact that the embalming fluids sold generally have been good enough to have preserved a large percentage of the bodies they were used upon without the assistance of anatomical knowledge on the part of the embalmer. Another reason for the lack of quality generally in the embalmer's preparation is due to the disdain which some State Boards and other functionaries in authority have for what I call essential education. The importance of essential education and institutional training is not exemplified by the success which attends the embalming of an ordinary body by the embalmer. Very frequently the embalming of a certain body is a success because, thanks to local customs, the body is buried before post-mortem changes can be manifested. Very frequently it is also a success because the embalmer did not deal with a complicated case. Sometimes it is a success because through some exercise of natural ability the embalmer has done just the right thing even in a complicated case. It is in the complicated case, however, that broad knowledge enables the embalmer to do consistently just what is needed to change a failure into a success. In such instances he adds intelligent use of the good embalming fluid he is using. In such instances he overcomes circulation defects and unfavorable chemical conditions which are always obstacles to the man who is entirely practical and not at all systematic or theoretical as to his background of professional knowledge. One hallmark of ability in an embalmer is that resourcefulness that



Prof. CHAS. O. DHONAU, Cincinnati, Ohio.

enables him to take a difficult case and by the exercise of patience and broad knowledge rescue that case from a state of impending and disastrous unpresentability.

With many individuals with varying degrees of knowledge of anatomy it is only natural that most any embalmer can secure good results with the ordinary case and that the difficult case is only within the comprehension of some. The embalmer, himself, then, is a variable factor in all embalming operations. Upon him depends whether certain cases are to be successfully treated or not.

The Body—It has been said that no two bodies are exactly alike. This is quite true. The cause of death is often simple, but more often it is complicated. In a chronic sickness every organ and tissue is affected in some way. In an accident, resulting fatally, there are often circulation difficulties. When a body is living it is made up of at least 100 chemical compounds bearing fine and exact relations with each other. When a body is dead some of these chemical compounds break up early and some late. It is too much to expect an embalming fluid to overcome all of the tendencies these chemical compounds have of breaking up and in fact impossible to insist that they do so when for a fact the breaking up process may

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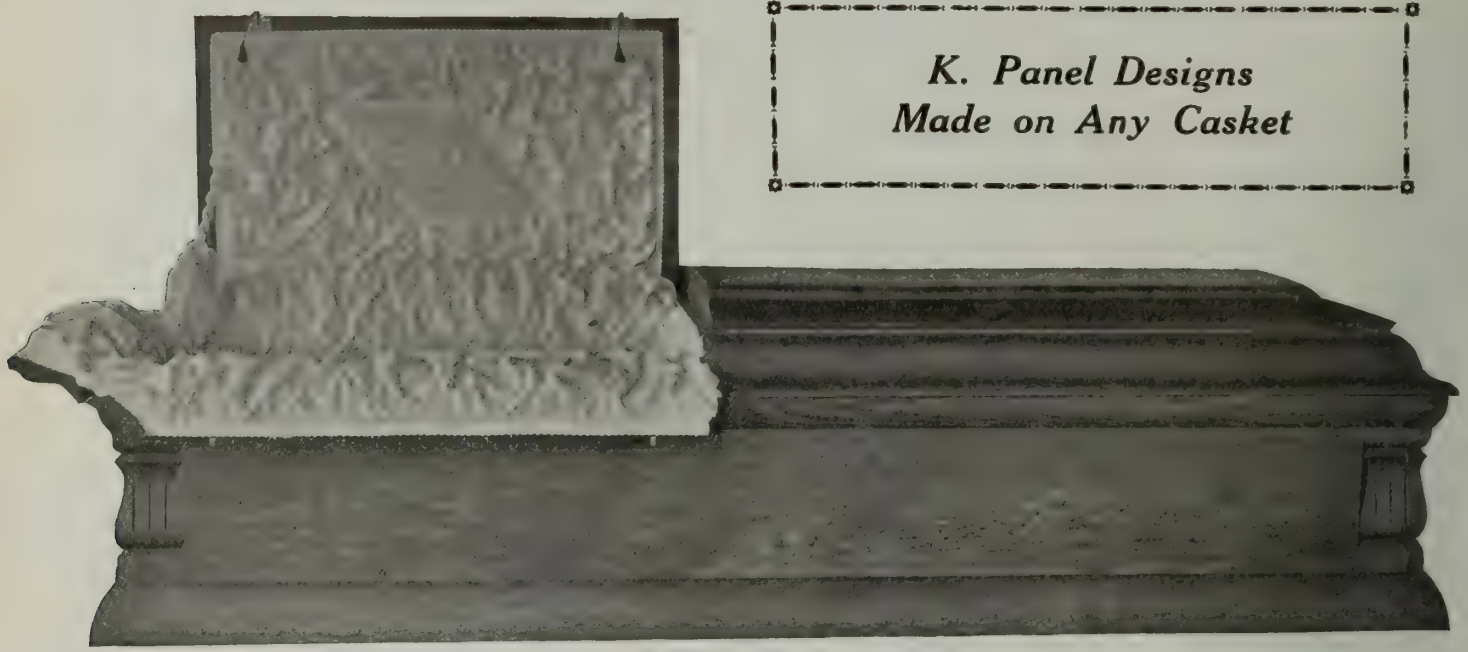
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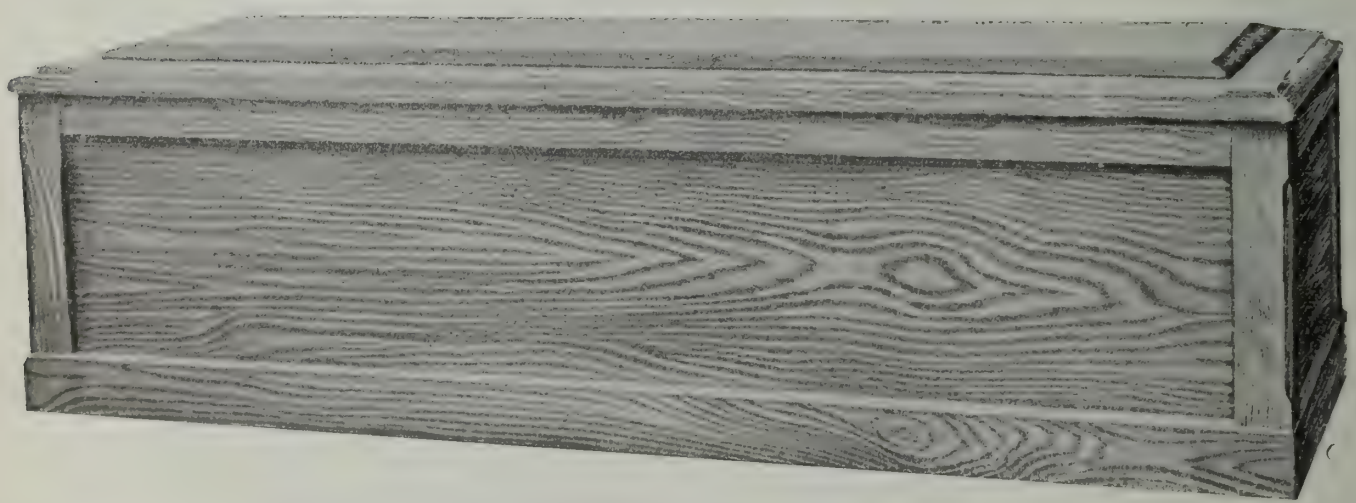
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have started long before the embalmer had an opportunity to begin his treatment. The rapidity with which the breaking up process proceeds after death depends on a variety of conditions. The body is in the best possible condition to be embalmed, preserved and disinfected completely before the 100 compounds have started to break up. If the operation is delayed and time is given the breaking up process to progress, the embalming operation becomes more difficult. It is then impossible to secure uniform results either all over a certain body, or in all bodies, when they are embalmed at different stages after death. No embalming fluid known to science at this time gives absolutely uniform results when used in all varieties of bodies. Better general results come when the embalmer adds his own knowledge to his process or method. Often indifferent or poor results are due to the mishandling of the fluid, which in some way could have been mixed correctly for the different cases. Often then with the best of intentions and manipulation of the fluid bodies do not respond as we would like to have them do, and certain cases for example may not set or harden.

The Embalming Fluid—The embalming fluid is a mixture of solvents, germicides, antiseptics, cosmetic agents, etc., which when injected in the right proportion, at the right time, and when the chemical conditions in the body are favorable, stops decomposition, restores the color, and acts upon, generally, the tissues of the body, preserving them in their natural colors so that when seen externally the body appears to be only sleeping. Reacting with the tissues and uniting with them at the time of suspended animation, they are held unchangeable as to appearance for an indefinite period.

If the embalming fluid is not used in the right proportion the result may be non-preservation or it may be the other extreme, mummification, neither of which suits you or me. If it is not used at the right time, its actions may be nullified by certain chemical changes which take place after death. When the chemical changes are rapid after death, when the weather is hot and the air is saturated with moisture, the results secured on injecting the body six hours after death will not be the same as those secured on injecting the body two hours after death. When the weather is cold chemical changes do not advance as rapidly and there will be little difference in the tissue conditions whether they are injected two or six hours after death.

The Temperature of the Surrounding Air—A temperature of 98.6° Fahrenreit or 37° Centigrade is best for the growth of those bacteria which may exist in and around a body whether living or dead. When bacteriologists cultivate bacteria, they use certain mixtures which they call culture media, upon which they cultivate the germs. They place test tubes containing culture media in incubators, in which the temperature is held at 98.6 F. The germs grow rapidly at that temperature. Now the human body is a giant complex organism which is made up of materials most of which will support the growth of bacteria. In life the normal body is slightly alkaline, a chemical condition which makes it unfit for supporting the growth of bacteria. When illness intervenes, when there is congestion and stagnation at points in the body, the parts become slightly acid, a chemical condition opposite to that known as alkaline, certain parts of the body will then support the growth of disease germs. Now a disease germ throws off a poison which gradually kills the body, unless it is checked by the resistence powers of the body aided by medicines. After death the body rapidly becomes acid and is then made fit to support the growth of bacteria. The body then is a giant culture tube and bacteria grow rapidly, particularly the bacteria which are partly responsible for decomposition of that body. If the temperature is 98.6° F., the same as the temperature of the incubator in which germs are grown, the bacteria thrive and bad odors, green discolorations, and softening of the tissues occurs. If the temperature is 40 or 50, the body may be dried by the surrounding air, providing the air is dry, before bacteria can force decomposition to advance. This is one reason why bodies can be preserved with little trouble in the cold months, and why bodies decompose rapidly in the warm months.

(To be continued)

Examination

—By—

The Board of Examiners

—To be Held at—

Toronto, Wednesday, Feb. 2nd, 1921

The Government Board of Examiners, under the Embalmers' and Undertakers' Act, will conduct an Examination in the Anatomical Section of the Toronto University, on Wednesday, February 2nd, 1921, commencing at 9.30 o'clock in the morning.

Candidates wishing to take the Examination for qualification and Government license as embalmers will send in their application and fee of $20.00 to the Secretary not later than January 28th, 1921. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
Secretary-Treasurer,
Sault Ste. Marie, Ont.

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"SERVICE" AS APPLIED TO FUNERAL DIRECTORS

Address delivered before Saskatchewan Funeral Directors Association, at Regina

By J. Jessop Nott, Medicine Hat

WHEN Mr. Yule dropped off at Medicine Hat last April and requested me to address this association of funeral directors on the subject of "service" I certainly felt honored that I, one of the youngest of Alberta's funeral directors, should be chosen to address you. At the time I did not realize that it might be impossible for me to be equal to the occasion. However, after discussing it with Mr. Yule and after considerable thought on my part I finally decided to come to Regina and try my best to cover some of the work which we as modern funeral directors call "service."

Consider, if you will, what this word means to you who desire to succeed in our profession, from not only a monetary standpoint but also from the standpoint of his or her duty to mankind. Your duty to the public commences immediately you enter business as a funeral director and will continue as long as you remain actively in the profession. This has been called "service" and consists of almost everything you do or plan to do as far as your profession is concerned. From the minute you answer your doorbell or lift the receiver from your phone, your client expects and is willing to pay for services performed. He or she has requested you to do for loved ones that which they in their sorrow and grief cannot do themselves, even if fitted and trained to do so. You are paid, or should be paid, according to the services which you perform. Yet it is within your power to use this same service as an advertisement to your profession and your business. If your services are satisfactory to your client he or she is bound sooner or later to recommend you to his or her friends, and in that way your services will be more and more in demand.

Now a great many of the things about which I will speak are known to me by personal experience during the last 20 years, seven of which were spent at and near Toronto and 13 years in Alberta, and if I should appear at all critical at different parts of my short address I beg of you not to take offence at anything I may say, as there are things about which I will speak that I feel very strongly about in reference to our services. Things which I have proven to my own satisfaction I will make special mention about during my remarks.

As this subject covers a great deal of ground I am going to divide it into three parts, viz., Carefulness, Proficiency, and Cleanliness; because I claim that a man may be careful in his work and yet not be proficient, or he might be proficient and yet not clean. If a man shows carefulness, proficiency and cleanliness in his work he will cover the ground which we call "service." Many of my remarks will be general, but I will try and make special mention of certain points.

Exercising Care

If you are thinking of moving or rebuilding your place of business be careful not only of the location where you will build, but also about the building you will erect. No business nor profession is demanding more changes and improvements at the present time than that of our profession. Locate on a quiet street, fairly central, and above all plan your building to be pleasing in appearance as well as to give you the conveniences necessary to assist you in giving service to your clients.

Plan a building that has no suggestion of a funeral, and plan for the future as well as for the present, as I firmly believe that the next ten years are going to give more changes in our Western Provinces than the last 20 years have done. Make the exterior of your building attractive, with plants, flowers and lawns wherever possible, as an outside impression often goes a great way when your services are required. Be careful of the furnishings of your office and reception rooms, etc., avoid loud decorations, rather give a quiet and pleasing effect to everything.

Be careful of your methods in dealing with the public, for, as you know, the public always criticize no matter what you do. Make suggestions and secure all information required without offending your clients, for as you no doubt know mourners are very sensitive at the time of a loss in the family, and sometimes a very little thing will cause you a lot of worry. It is a part of your service to make everything as easy as possible to the family, and a little thoughtful suggestion will often give them greater confidence in your ability, especially if it happens to be your first call into that family.

Be careful in buying your stock; buy what your clients like, always be ready to secure anything you may not have if they request you to do so. Keep your display stock neat and clean, and keep your stock book so that you can tell at a glance just what you have in stock.

Be careful in your operating room. This is a subject where I feel I am at home. No matter how small or how large your business may be have an operating or preparation room, if you would rather call it by that name. Care shown here will redound to your credit and will inspire greater confidence in your ability as a practical man at your chosen work. I do not mean that you should buy everything you see advertised, but arrange and furnish your room to be a little ahead of your requirements. I will speak about this a little later on.

Use care in buying and conducting your vehicles

whether motor or horse-drawn. Styles are changing in this department as well as in every other department of our business.

Be Proficient

My next section will be "Proficiency." Make yourself proficient in your chosen profession. Be proficient in handling your general business, in your collections, ordering goods, and in paying your debts. You may ask "What has this to do with service?" Well, gentlemen, it means a great deal. If you do not look after your collections you will not be able to pay your debts, and if you do not pay your debts you will lose the respect of the public and this will ultimately mean loss of business.

Be proficient in trimming caskets, and here let me tell you something that most of us do not do. We do not use good enough hardware or linings. Do not for one minute think that the public do not know and do not notice the value of these things. Try using better handles and plates on your good cases especially. Line caskets all the way around instead of half way.

Now, gentlemen, let me speak on what I think the most important or rather the important branch of our profession. "The care of the human dead." This in itself is a broad subject, and I will only touch upon it. Make yourself proficient in the care of the dead. Make known to yourself by all fair means how to properly care for a human body. Look upon this from a sanitary point first, second and all the time. Make yourself proficient and then use that knowledge. If you are an embalmer nothing but the best methods, instruments and fluids will suit you. Embalm if possible every body you are called upon to care for and do it properly, no matter what price the funeral will bring you. Do not use two quarts of fluid injected into the body inside of 30 minutes and call that body embalmed. It is not, and you are only deluding yourself and your clients. You cannot thoroughly disinfect a body in that manner.

Study the latest methods, investigate new fluids, as well as lotions for face, neck and hands that help towards cosmetic effects as well as better circulation. Do not be satisfied with the limited use one artery gives you. There are other arteries that you can use and which in some cases you must use.

There are advance fluids which, when used before the embalming fluids, clear the blood from the body, give better color, and help in several ways. There are lotions which when used upon face, neck and hands keep those parts lifelike and do not allow the fluid to cause that grayish or brownish hue which strong formaldehyde sometimes causes. Learn and practise the use of the hypodermic needle for eye and face work; also the proper injection of fluids and the proper manner of blood drainage.

Special Cases Need Special Treatment

Investigate the special treatment necessary for cases such as jaundice, some kinds of cancer, dropsy and other diseases which you know from experience tax your skill to handle.

Study the treatment of fluids for bad cases such as gangrene, floaters, blood poisoning and bodies in an advanced state of decomposition. Do you know that there are fluids made that when used on some of

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No rouge or other coloring is required, as any effect desired can be produced by following directions. An order will convince you of its merits, direct, through our representatives, or through your jobber.

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the above cases will do wonders for you and earn for you the lasting gratitude of your clients?

Learn how to shave a body without mutilation of the face, how to dress a lady's hair, manicure the nails, brush the eyebrows, close the eyelids properly, as well as the many small things that go to make a perfect case for you.

Gentlemen, I would rather see a perfectly prepared body in the cheapest casket than use a bronze casket and have to deny the family the last look at their loved one.

To make yourself proficient do not leave unturned one single stone. Attend every meeting of your association, every lecture and demonstration given, visit funeral directors in larger cities and towns, as well as those in smaller places, always remembering that no matter how advanced you are there is still something you can learn. Subscribe for the leading journals of our profession and study earnestly the articles which appear therein from time to time.

Be proficient in handling your funerals, think quickly, act quickly when necessary, in fact use all your energy to conduct the funerals without any of those little annoyances which we often have to contend with at funerals. Spare no pains to have everything right and at your fingers' tips, always remembering that you are employed to do this for your clients. Study the handling of the burial service to the same end. This is a very important part of your service as the last leave always remains with the family, therefore make it as smooth and pleasant as possible.

Study the subject comparatively new to us. I refer to "Derma Surgery." Great strides are being made in this branch of our work, and it will pay every one of us to investigate it and see what can be done with it in many of the cases that come into our hands.

Importance of Cleanliness

Now gentlemen, I come to the last part of my address, "Cleanliness." Gentlemen, this is as important a part as care and proficiency. Keep your own life clean and insist that your help do so as well. Do not mix or let your help mix booze with your business. If you cannot cut out the booze why get out of the business.

Allow me at this time to impress upon you the necessity of respecting the human dead. Never allow yourself or anyone around your business place to make slighting remarks about the dead. Do not allow curious people to loiter around your establishment; and above all be sure that the way the dead are treated while in your care would meet with your approval if that body was one of your own loved ones.

Remember, that no matter who the dead may be, he or she is loved by someone, and if you get no other payment for your work have the self-satisfaction of knowing that the body received proper and humane treatment at your hands. Many a funeral director has lost business, and rightly so, who did not handle or care for a body properly, and the friends found it out later. Do your work all the time just as if the friends were at your side.

Remember always that our profession has attached to it a certain amount of sentiment. Keep your business place clean. Keep your stock and display room spotless, because clean, fresh goods sell better than dusty, dirty goods. Above all other parts of your establishment, gentlemen, keep your operating room clean. I claim that my operating room attracts more business than all the rest of my establishment, motor equipment, etc., put together. Keep your room, no matter how plain it may be furnished, spotlessly clean in all respects. Keep it so that you can take your clients into that room and be proud of its condition. This covers instruments, couches, sheets, pillows, towels—in fact everything you use in a well-furnished room. Gentlemen, do not leave your table, or instruments stained and discolored from your last case, and maybe the one before it. In fact make it a point always to keep them in such a condition that they will be a credit to you and your community.

You have all heard nasty remarks made about undertakers. I have at any rate. We must by our work live down these things, and the only way to do it is to elevate our profession and by our work show that we are worthy of the confidence of the community in which we live.

Keep your vehicles clean, and although they may be old and may be in need of paint and varnish they will show that you care for them.

On the Business Side

Just a word re casket salesmen and the supply houses. Demand from them a better grade of goods, clean and well packed. In return pay your drafts promptly and answer your correspondence in the same manner. Do not ask the wholesalers to carry your stock. It is only fair that you carry a fair stock and remember, that if you carry high class goods you will sell them much better than selling by catalogue. Carry a stock to suit your needs and if you do have to wire for a case do not wait until an hour before train time and expect as good service as if you gave them two hours instead of one.

Give the supply houses a fair show and they will help you to the best of their ability. Always instruct them to substitute better goods rather than inferior, if they happen to be out of stock for express shipments. Use the salesman as if he too were human. Remember he is always at your service and many are the times he can help you in your business if you give him the chance. He is earning his living in a legitimate manner, and time means money to him. Give him an appointment as soon as possible and let him go on his way. His time also means money to his house.

Now, gentlemen, in conclusion I would like to say that in my remarks if I have been of any benefit to you in ever so slight a way I will feel amply repaid for my visit to you at this convention.

If I can privately or at your meetings answer any questions relative to anything about which I have spoken I will be only too willing to do so.

I am not advertising any fluids, preparations or instruments, but I will give you the names of the fluids I use and have found beneficial to me in my work.

BRAKE KNOWLEDGE

Funeral Director (explaining auto to his wife): "This controls the brake. The brake is a thing we put on quickly in case of emergency."

The Wife: "I see—a sort of kimona."

JAMES CULLEN'S PRIZE WINNING TEAM

Not only is Mr. James Cullen, Sr., of James Cullen & Son, funeral directors, Westholme, a lover of, but is a real authority on, horses. The team in the accompanying illustration won ten first prizes for Mr. Cullen this year and he was offered $1000 for them.



Any man might well be proud to own such a team.

WORLD'S MOST BEAUTIFUL CEMETERY

The most beautiful cemetery in existence is said to be the Staglieno Cemetery in Genoa, Italy, where the marvels of marble moulded by the artists astound visitors. Likenesses of the departed are shown in poses with expressions that make them almost lifelike.

Barring the approach to the main entrance, which was laid out in 1844 by Resasco, are three double bronze gates. Passing through these one comes to a high terrace, on the edge of which is a huge arch that sculptors have made famous.

Moving onward in a grove many white columns of marble and a canopy of stone shields the priceless slabs from wind and weather. Narrow steps lead to the upper galleries, the rotunda of which is in black marble.

Families fortunate enough to be represented in this cemetery have statues made of them in life, and from these sculptors prepare the grave monuments. Thus over a mother's grave is a statue of her daughter dropping roses, another daughter as an angel with a trumpet, pointing her mother to heaven, and three sons kneeling at the open entrance to the sepulchre.

Another group scene depicts the family around the bedside of a dying daughter, with the expressions and even the dress of the day so truly depicted as to amaze the visitor.

There are many such groups of masterpieces of art that contribute to the fame of Staglieno.

NOTES

The wife of Mr. James Cullen, Sr., funeral director, Westholme, died on November 25. Her funeral three days later was one of the largest ever seen in that district.

Prof. Chas. O. Dhonau, president of The Cincinnati College of Embalming, has accepted invitations to take charge of the educational programs of the South Carolina, Ohio, and Illinois State Association meetings in 1921.

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First-class embalmer and general assistant. Qualified, competent and willing. Well-known business in large city. State full particulars in first letter. Apply in first instance to

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J. H. Robinson & Co.

Funeral Directors

19-21 North John St. HAMILTON, ONT.

Collecting the Funeral Bill

I CAN remember for years back in our Associations when we were told that, if we rendered service to a family in their bereavement, gave them the best attention, after the funeral was over they would gladly pay off the funeral expenses. But my experience has taught me that that is not true. So I have gotten away from that theory in the matter of credits and collections.

If you can collect at the time of the sale ninety per cent. of the bill the other ten per cent. will take care of itself. How are you going to do it?

By simply talking business to the family.

If you will only take the initiative I find that people will talk business, and they do not expect the undertaker to make long faces and not smile when he is talking business. They expect him to get right down to facts. I am going to get right down to facts in the illustrations I present to you and which I believe will interest you most.

A few weeks ago I had a funeral in a family where they had a savings account. They said, "We have $138.00 in a savings account drawing 3 per cent. interest. We would like to arrange this funeral so that it will not exceed that amount. In arranging for the funeral we found that the funeral expenses would be $140.00. They said to me, "Now we would like to arrange to leave this money in the savings account till after the interest date, which is January 1st. Otherwise we will lose the interest."

I said, "Let us figure a minute. You have $138.00 in money which is drawing 3 per cent. interest. The interest due on the first of January is $2.02. You leave that in the bank and on the 1st of January it will be $140.02, principal and interest, which is just two cents more than the funeral expense. Now I am going to show you where you can go down to the Trust Company, draw that money out, lose your interest, and still make $3.00."

They immediately asked how could that be. I said, "Because you have purchased a $100.00 casket and I am going to give you a five per cent. discount on that for cash, which is $5.00; so that if you will draw out your $138.00 your discount will be $5.00 and you will be $3.00 to the good, all but two cents." The result was that I got my money and they were $3.00 ahead.

Four sisters came in to see me and arrange for the funeral of their mother. They said, "Mr. Askin, we want to divide this account up among the four of us." I said, "I cannot do that, but I will tell you what I will do, I will charge this account to you, Mrs. Brown, if that is satisfactory, and I will look to you for the settlement of it." "All right." That was done.

The funeral was over, the will was read, and two of the sisters were left out. They immediately called me up and said, "We are not going to pay our part of that funeral account." I said, "I am not interested in your private affairs at all. Mrs. Brown has signed the approval of sale and has guaranteed its payment. Now you can fight that out with Mrs. Brown." Mrs. Brown paid the bill, and I never saw any of them afterward; there wasn't any trouble about it at all."

In the first place, the collection of your bill is largely dependent on your giving satisfaction to the purchaser, and the management of the funeral and the character of the casket are fundamentals. Price your goods right and know why they are thus priced, and then you will be ready to answer any arguments that are put up.

On one occasion a friend of mine called me to take care of a friend of his that was dying in a hospital. His people were from out of town, and they came in and arranged for the funeral. They said, "We will send you a cheque for this when we get home." I said to my friend, "Charlie, is this all right?" He said, "Yes, sir, absolutely." I said, "Will you sign this approval of sale?" He said, "Oh, yes." He did sign the statement, and when they got home they did not send me a cheque, and I found afterwards they were dilatory about such things. I sent them another statement, and finally three statements without result.

I met my friend on the street, and he asked, "Have you got that cheque yet?" I said, "No." He said, "I will write them a letter." He wrote the letter and I got the cheque the next morning in the mail.

Why did he take that interest? Because he had signed the approval of that sale and had become responsible for the account.

THE TWO MYSTERIES.

We know not what it is, dear, this sleep so deep and still;
The folded hands, the awful calm, the cheek so pale and chill;
The lids that will not lift again, though we may call and call;
The strange, white solitude of peace that settles over all.

We know not what it means, dear, this desolate heart pain;
This dread to take our daily way and walk in it again;
We know not to what other sphere the loved who leave us go;
Nor why we're left to wonder still; nor why we do not know.

But this we know: our loved and dead, if they should come this day—
Should come and ask us, "what is life"—not one of us could say.
Life is a mystery as deep as ever death can be;
Yet, oh, how sweet it is to us, this life we live and see.

Then might they say—these vanished ones—and blessed is the thought:
"So death is sweet to us, beloved! though we may tell you naught:
We may not tell it to the quick, this mystery of death;
Ye may not tell us, if ye would, the mystery of breath."

The child who enters life comes not with knowledge or intent,
So those who enter death must go as little children sent.
Nothing is known; but I believe that God is overhead;
And as life is to the living, so death is to the dead.

—Walt Whitman (in 1876).

IS THIS SO, MAC?

A couple of country cousins who accompanied John McLaren from Hamilton on a visit to the recent convention at Toronto, says Art McCabe, halted in front of a brass plate fixed on the front of a house, whereon was inscribed in bold characters the word "Chiropodist."

"Chirrupodist!" remarked one of them perplexedly. "What's that?"

"Why," replied his companion, "a chirrupodist is a chap that teaches canaries to whistle."

Undertakers Shipping Directory

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Pierce & Co.

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

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Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

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Sproul, William

Elmira—
Chris. Dreisinger.

Hamilton—
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler, proprietor

Kingston—
Reid, Jas., 254 Princess St.

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Ferguson's Sons, John
174 to 180 King St.

North Bay—
F. J. Martyn.

Orillia—
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150 Mississaga St

Oshawa—
Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

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William, P. R., & Sons, 519
Talbot St.

Stratford—
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88-92 Ontario St.
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Downs & Fleming.

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Cobbledick, N. B.
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2068 Queen St. E.
Auto equipment for all
branches of service.
Phone Beach 73.

W. N. Knechtel.
1202 Yonge St.
Motor equipment for all
branches of service.
Motor ambulance.
Phone North 4400.

The Fleury Burial Co.
685 Queen St. E.

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Corner of Broadview.

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Nicholson & Seldon.

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Paul Bedford.

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P.O. Box 53. Phone 99.

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171 Lutz St.

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98 Waterloo St.

The Canadian Dollar Is Worth 100 Cents

At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

H. S. ECKELS & CO'S CANADIAN LABORATORIES

Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.

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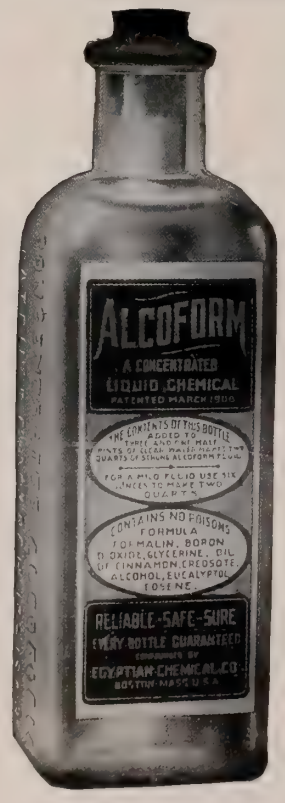
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The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

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Egyptian Chemical Co. Boston, U.S.A

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FOR SALE—Furniture and Undertaking Business for sale in good live town. Apply to Box 105, Furniture World, 51 Wellington St. W., Toronto.

FOR SALE—Rubber tired, horse drawn hearse, in good condition, mahogany bed, good black curtains, English axles, capable of running a full season without regreasing. This hearse has oval end and bevelled plate glass body. Have installed motors. For full particulars and photo apply to A. W. George & Son, Port Hope, Ont. t.f.

MOTOR HEARSE FOR SALE—Absolutely new—built on a Dodge chassis, an attractive turnout at a reasonable price. For further particulars and photo apply to J. A. Donaldson, Caledon East, Ontario.

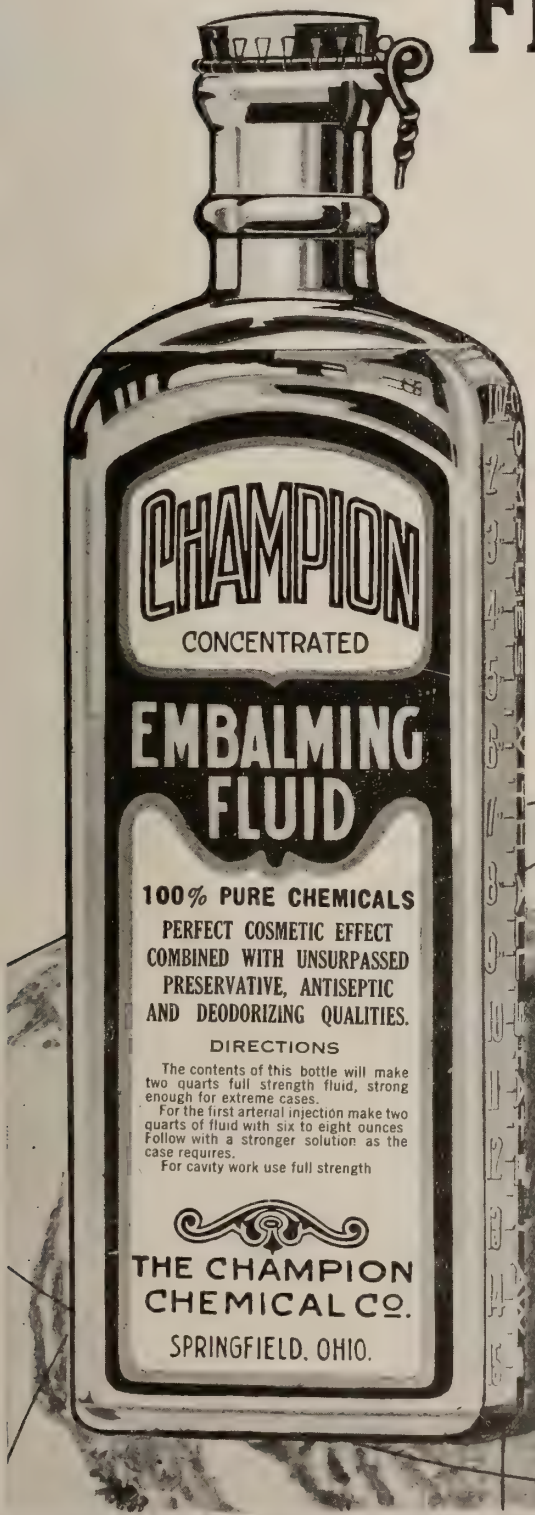
SALESMAN—with good connection to carry high class line of undertakers supplies. Box 104, Canadian Furniture World, 51 Wellington St. W., Toronto.

FURNITURE SALESMAN with good connection in Montreal and the Province of Quebec in touch with all the principal stores where furniture is sold would like to connect with reliable Furniture Factories who want business from such firms. Speaks both French and English and can give the best of references. Apply Box 102, Canadian Furniture World, 51 Wellington St. West, Toronto.

LICENSED EMBALMER—2½ years experience, desires position at once; 22 years of age, married. Can furnish best of references. Ronald R. Wray, 11 East Bend Ave., Hamilton, Ont.

The CHAMPION FLUID OF CANADA

For it's 100% Pure Chemicals



W. H. BICKLEY, Undertaker
903 Yonge St., Toronto — October 21, 1920

Champion Chemical Co.
Springfield, Ohio.

Mr. P. A. Pence,

Dear Sir:—Received your letter of the 14th inst., regarding my order for 2912 Adjustable Board. You can send me the Mulberry Cover, Pillow, Board and Casket Throw, at your earliest convenience.

Thanking you and your reliable firm for favors in the past, I am

Yours very truly,
W. H. BICKLEY

P. S.—Please send me one of your Champion Demi-Surgery Outfits, also one of your Text Books on Embalming, at once.

Talking about fluid—we had one of the hardest cases one could really work on and Champion did the trick. It is the best fluid that is made, and could recommed it to any undertaker with pleasure. (*Signed*) W. H. BICKLEY, Undertaker

The Champion Chemical Co.

Dr. G. W. Ferguson, Canadian Manager
38 LEUTY AVE., KEW BEACH - - - TORONTO



41 Years in Business-Means-Satisfied Embalmers

Kapok Mattresses

Are only as reliable as the firm behind them —for what is inside such mattresses depends almost entirely on the standards of the manufacturer that builds them. "Quality" has been our slogan since we turned out our first mattress. The well-proved dependability that the products of this company have so long achieved is fully exemplified in these two Kapok Mattresses—the

Aristocrat and Wellworth

Filled with 100% pure Japara Kapok, they are attractive, well made, light, resilient and durable. Everything that makes a line of mattresses profitable and pleasant to handle is in their favor.

When your customer has fully examined the prominent features of the Aristocrat or the Wellworth your salesman will find that the sale is practically closed.

The Aristocrat or the Wellworth will stand successfully comparison with any other line of Kapok Mattresses.

THE STANDARD BEDDING COMPANY

27-29 DAVIES AVE., TORONTO, ONTARIO

Builders of the Hygienic Mattress

The Canadian FURNITURE WORLD

AND THE UNDERTAKER

READ

the article
in this number on

"Buy a Piece of Furniture"

Toronto, February, 1921

Published by The Commercial Press, Limited : 51 Wellington West, Toronto

Distinctive Furniture

for the

Bedroom



No.54 Dresser. Top 20x40 Mirror 24x30

This Bedroom Suite illustrated herewith is made in walnut only, and features the bow-end bed.



No.54 Dressing Table. Top 18x30 Mirrors 12x22 and 8x20

Possessing a rich attractiveness which can only belong to walnut furniture, this bedroom suite will instantly hold the attention of the careful buyer. Its refined appearance is made all the more outstanding by its neat design and perfect finish. In construction it is thorough in every detail, and because of its distinctive beauty and quality it assures lasting serviceability and satisfaction.



No.54 Bed. Head 53, Slat 54



Trade Mark



Chiffonier. Top 18x30 Mirror 16x20

The Jacques Furniture Company, Limited - KITCHENER Ontario

STRATFORD FURNITURE

Kroehler Daven-o

Living Room Furniture



KROEHLER DAVEN-O

There is great satisfaction in showing your trade the Kroehler Daven-o. Substantially constructed, their beauty and utility are indisputable. They instantly find favor with the most fastidious buyers. Kroehler Living Room creations have every essential of good furniture. Distinguished in their interpretation of the period styles, they have an atmosphere which suggests that substantial quality so characteristic of the old masters.

THE KINDEL BED COMPANY, LIMITED

STRATFORD - ONTARIO

STRATFORD FURNITURE



No. 5189A

McLagan

This delightful suite for the Dining Room, built under the watchful eyes and careful hands of McLagan Craftsmen, has that subtle charm which instantly attracts attention. It typifies the atmosphere of permanence so much in demand by the home builders of to-day.

"Better Furnished Home



The McLAGAN

Stratford



No. 5180 and 7647



No. 5188

STRATFORD FURNITURE

Furniture



No. 5189

Each piece of period furniture built by this company is constructed with this idea predominating, with the result that discriminating buyers throughout Canada recognize the superiority of McLagan Productions. There is a place on your floor and in your show window for furniture of this excellence.

lean Greater Happiness''

FURNITURE CO.

LIMITED

Ontario



No. 5187



No. 5184

STRATFORD FURNITURE

Distinctive Designs in Old Hickory

The engraving typifies the solid and substantial construction of our Old Hickory Line. Charming in its distinctiveness of design, and appealing in its presentation of exceptional value, it is a quality line you can offer at sales-compelling prices.



The Imperial Line of Reed Furniture

has all the charm of luxury and excellence that goes with Reed Furniture of quality. Get in touch with us to-day regarding your spring requirements.

IMPERIAL RATTAN CO., Limited - Stratford, Ont.

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OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Ltd, 51 Wellington W., Toronto

STRATFORD FURNITURE

Globe-Wernicke

Sectional Filing Cabinets
Sectional Bookcases

Globe-Wernicke Sectional Filing Cabinets are the most compact, substantial and strongest Filing Cabinet Sections ever built. Each unit is a complete solid case; vermin-proof, non-warpable, and dust-proof. The interlocking contrivance, devised especially for this line, permits the sections to be bolted together vertically so tight as to practically make a solid cabinet.

Globe-Wernicke Sectional Bookcases are built in nine styles of woods and finished in all finishes known to the trade. A quality line so varied as to harmonize in any home whether modest or pretentious.



The 33 inch Width Line

This line measures 33 inches wide outside and is made in two depths front to back, 17 inches and 25 inches.
A 33 inch unit, 17 inches deep is designated by the No. 3317.
A 33 inch unit 25 inches deep is designated by the No. 3325.



The 16 inch Width Half Sections

The outside width of this line is 16½ inches, but it is known as the 16 inch Width Line. These narrow wood sections are exactly one half the width of the 33 inch width sections.
A 16½ inch unit 17 inches deep is designated by the No. 1617.
A 16½ inch unit 25 inches deep is designated by the No. 1625.

A New and Comprehensive Line of
OFFICE DESKS

The **Globe-Wernicke** Line of Office Desks offers you something actually above the average in office furniture. Substantially constructed they are exceedingly strong and durable, filling that demand for richness and refinement without ornamentation.

The Globe-Wernicke Co. Ltd.

Stratford, Ontario

Originators of the Sectional Idea as applied to Bookcases and Filing Cabinets

STRATFORD FURNITURE



No. 681—Buffet

Dining Roo

There is never any speculation in handling STRATFORD CHAIR Furniture or any doubt as to its selling possibilities—because these productions parallel the present tastes in home furnishings and have an exceptionally attractive appearance.

The suite for the dining room shown herewith is representative of our complete line. It is generously endowed with selling points

A new design made of Red Gum and finished in Walnut. We can guarantee prompt shipment.

THE STRATFORD

STRATFORD



No. 681—Ex. Table



No. 681—Diner

STRATFORD FURNITURE

m Furniture

of merit — style, finish, construction, and distinction.

The moderate price at which this suite can be sold brings it within the reach of your average customer. Like all the furniture built by THE STRATFORD CHAIR COMPANY, it will satisfy those who are careful as to cost and particular as to quality.



No. 681—Buffet with Bevelled Mirror

CHAIR COMPANY

ONTARIO



No. 681—Arm Diner



No. 681—China Cabinet

Attractive Bedroom Furniture

The Bedroom Suite, of which the illustrations shown are a part, typically portrays the charm and beauty of Meaford Furniture. Attractiveness combined with substantiality are two of the many features that make MEAFORD creations steadily saleable and lastingly serviceable.





An earned record for quality and dependability has won for this line the confidence of the trade and the buying public.

From the dealer's standpoint the value of Meaford Furniture lies not only in its beauty and quality, but in the popular and profitable prices at which it can be sold.

The Meaford Manufacturing Co., Limited

MEAFORD - ONTARIO



No. 615—Chesterfield. Price $120.00. Size: 84" long, 34" high, 37" deep.
Upholstered in beautiful imported Tapestries.

Living Room Furniture



No. 615—Arm Chair. Price $66.00.
Size: 38" wide, 34" high, 37" deep.

Our showrooms at Waterloo, opposite the G.T.R depot, are open to the trade all the year round. Visiting furniture dealers are always welcome. Call at the office.

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VANCOUVER—
The Arcade, 322-324 Water Street, Mr. V. H. Wetmore in charge.

WOELLER, BOLDUC AND COMPANY

Waterloo - Ontario

To the Dealers

who were unable to attend the recent Waterloo County Furniture Exhibition, we extend a hearty invitation to visit our permanent Showrooms at Kitchener, where a complete range of our new line of

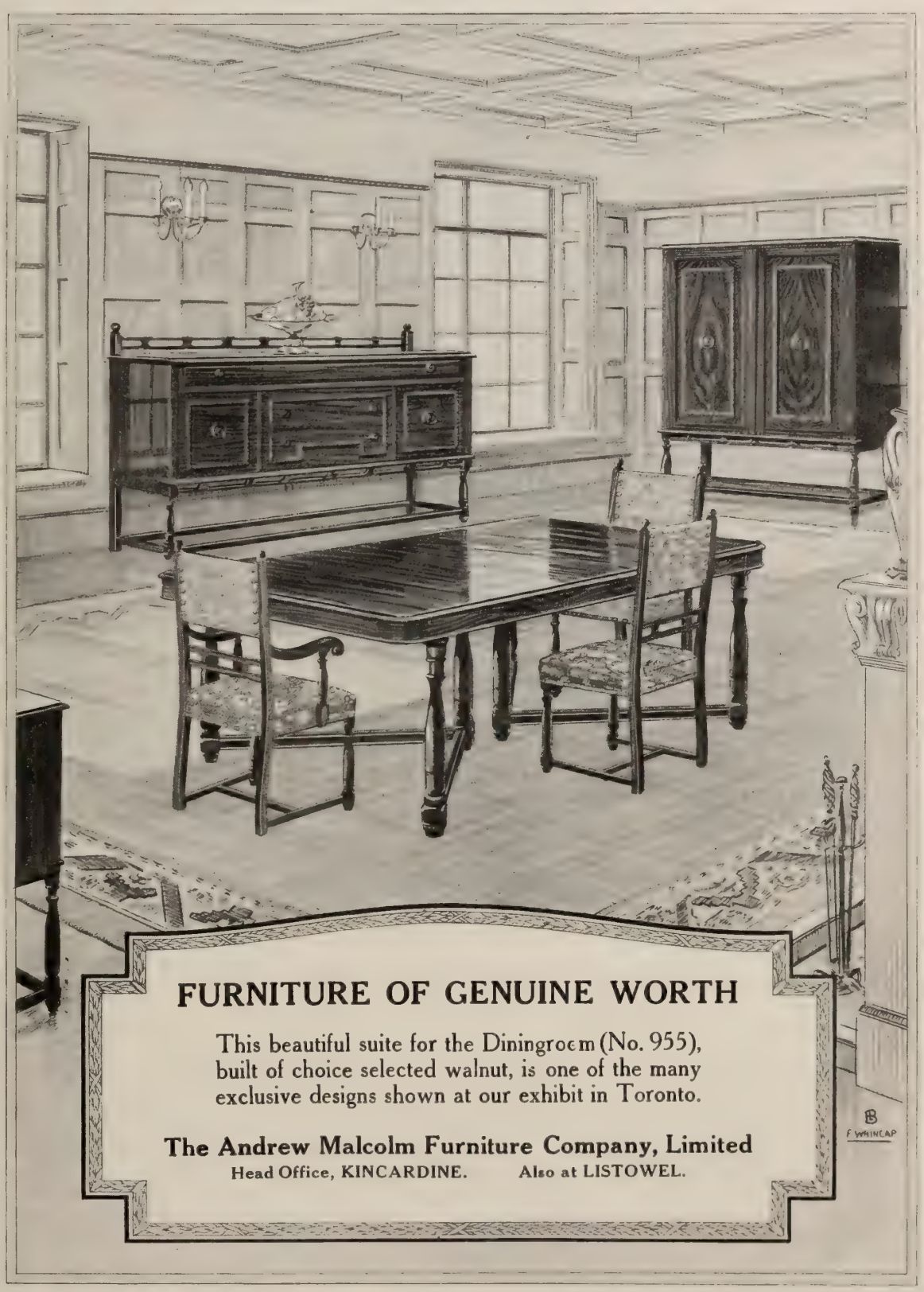
Medium Grade Chamber Furniture

will be exhibited to the trade at all times.

Seeing is believing. We would be pleased to send you full particulars and blue prints, upon request. Write, wire or phone, at our expense.

MALCOLM and HILL LIMITED

Head Office—KITCHENER - Branch Factory—LISTOWEL



FURNITURE OF GENUINE WORTH

This beautiful suite for the Diningroom (No. 955), built of choice selected walnut, is one of the many exclusive designs shown at our exhibit in Toronto.

The Andrew Malcolm Furniture Company, Limited

Head Office, KINCARDINE. Also at LISTOWEL.

THE
HEART
OF YOUR EXTENSION
TABLE IS THE
SLIDE

YOUR TABLE IS
CONDEMNED IF THE SLIDE
DOES NOT WORK
PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES.
ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at
Lower Cost.
Made by
B. WALTER & COMPANY
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A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

ONE BIG SELLER—
IS OUR "B" CIRCASSIAN (Imitation Walnut on Basswood)

We are making a specialty of this moulding in order to combat the high price of Gumwood.

Notice the superior appearance of our flat finish over the cheap, gaudy gloss shown by some other dealers. **OUR PRICE THE LOWEST!**

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

SHAFER CEDAR CHESTS

While the in-built quality and beauty of these Cedar Chests go far in making them readily saleable, their appeal is extended to a still greater number of home furnishers by reason of their ornamental elegance and utility.

Catalogue on request.

D. L. Shafer & Co.
St. Thomas Ontario



Have you written yet about our special gross lot offer?

The Profit in a "Peerless"

will more than repay you for the very slight sales effort needed to move it. But, even though it did no more than introduce a customer to your store, the sale of a

PEERLESS
FOLDING TABLE

would prove profitable in the satisfaction of that customer and the long chain of sales opened up.

So many uses for a Peerless that everybody needs one.

Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

We are grateful indeed to furniture retailers who so generously responded to our invitation to view our display at the recent Furniture Exhibition at Waterloo.

We deeply appreciate the attention that you gave this display. Your interest will prove an incentive to us to strive to make this Annual Furniture Exhibition of greater service to the retail trade in years to come.

SNYDER BROS. UPHOLSTERING CO., LIMITED
SNYDER DESK AND TABLE CO., LIMITED
WATERLOO, ONT.

SNYDER FURNITURE CO., LIMITED
ELMIRA, ONT.

THE BEAVER LINE

Solid Walnut Dining Room Furniture

Dealers who are desirous of building a quality reputation for their store will find the BEAVER LINE of Solid Walnut Dining Room Furniture offers exceptional opportunities.

Refinement and good taste are strongly emphasized in the designing of these creations. Substantially constructed and beautifully finished, BEAVER Furniture meets the value demands of your most fastidious patrons.

The Beaver Furniture Company, Limited

Kitchener -:- Ontario

Strollers, Sulkies, Carriages

A complete line of high-grade Baby Buggies from which we can make immediate delivery for your Spring requirements. Get in touch with us before you make your selection.



C. H. Hartshorn

KITCHENER, ONT.

Period Furniture

Exquisitely designed and finished for the hall, library and living room. Elaborately hand carved.

Also a complete line of Office Chairs.

The H. Krug Furniture Co.
LIMITED
Kitchener - Ontario



Baby Carriages

The Gendron

Line Comprises

Prams, Strollers, Runabouts, and Combinations

a line for all your requirements. We will show in Hamilton at the Armouries

February 14th to 18th

See us at this show, salesmen always in attendance.

THE GENDRON MFG. CO., LIMITED, 137 Duchess Street TORONTO



KAPOK MATTRESSES

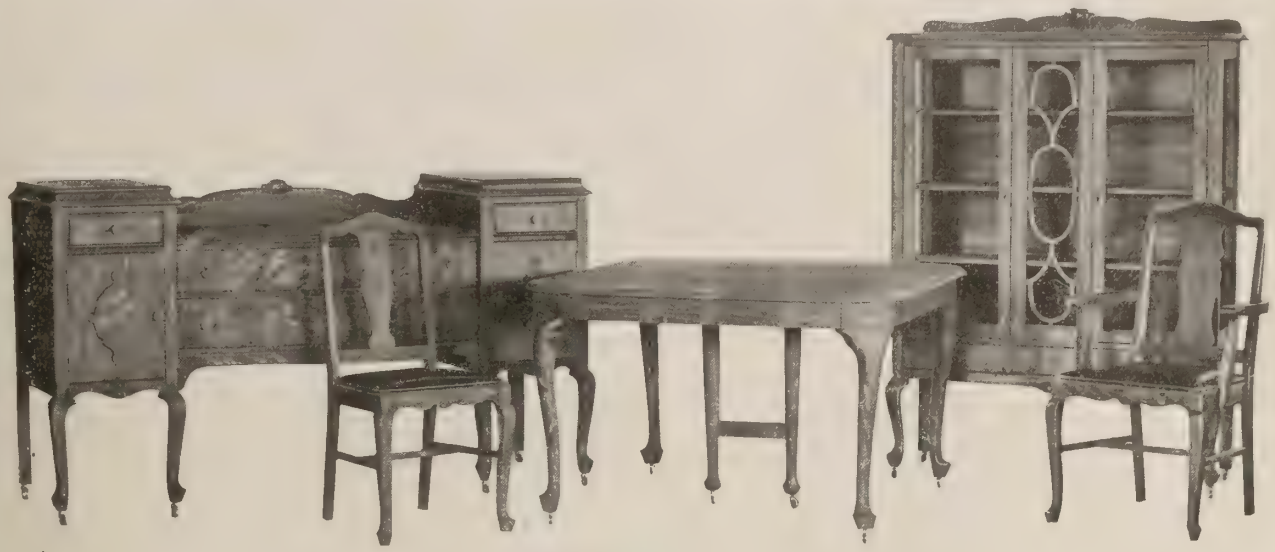
The appeal of beauty with quality ensures the popularity of our Kapok Mattresses among your patrons. Filled with 100% pure Japara Kapok they are built in that substantial way which means long service.

The confidence with which you can expect satisfied customers, and ample profits, is one of our best arguments in urging you to handle this dependable line of Kapok Mattresses.

Catalogue on request.

The Canadian Feather & Mattress Co. LIMITED

TORONTO OTTAWA



No. 477—DINING SUITE (Queen Anne)

Period Furniture of Quality

Elegance, character and utility are blended in a pleasing combination in this Queen Anne Diningroom Suite. Beautifully finished, it is so designed and executed as to be permanently satisfactory. By reason of its substantial construction it gives long years of service to the customer, and builds good-will year by year for the dealer.

Made in solid walnut, with polish or satin finish. The case tops, fronts and gables are five-ply veneer, the drawer bottoms are walnut veneer, and the posts, frames and other exposed parts are of solid walnut.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO



Assure Yourself That You Have the RIGHT Baby Carriage Line

Sidway

The satisfactory volume of business booked by our salesmen at the Toronto Furniture Exhibition is the best proof we could desire that our designs and values in baby vehicles meet the demands of the trade.

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Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 12. TORONTO, FEBRUARY, 1921 No. 2.

CANADA'S *greatest* FURNITURE EXHIBITION

Fine display of artistic furniture at Toronto, Kitchener and Stratford—The outstanding features

THE greatest and best exhibitions of furniture that Canada has ever seen were those which were held at Toronto, Kitchener and Stratford last month. The exhibition displays were the largest; the workmanship the best; and the designs and models shown the latest and of the highest grade, from an artistic point of view, which dealers and public had seen up to that time.

All these exhibition centres had something distinctive to show, and all three vied with one another in trying to eclipse all previous displays. They succeeded handsomely.

All three centres, too, made it pleasant for visitors to come and see what samples were displayed. They entertained almost lavishly, so that every person who visited the exhibitions went away with kindly feelings for the exhibitors; and if they did not place large orders they were at least glad they had left their stores for a few days to see the displays of sample furniture offered for the season of 1921, and to hear the opinions on trade matters for this year..

EXHIBITION AT TORONTO

AFTER an absence from the exhibition field of several years, Toronto made an admirable display of furniture productions by local and Ontario and Quebec factories in the old John Kay furniture store at 36-38 King street west. Built for furniture purposes, and located in the very centre of the city, this temporary exhibition hall lent itself suitably for furniture display purposes.

The whole six floors of the building were filled with displays made by over 40 exhibitors.

Gendron Mfg. Co., Toronto

Up on the fifth floor of the Exhibition Hall the Gendron Mfg. Co. made a display of their varied lines. It was the largest and best display the company ever made. A special feature was their new line of reed strollers, which are as comfortable as a large-size baby carriage. These strollers have a new ebonized handle with brass-nickelled trimmings.

A big line of carriages was also shown, all of them with foot pocket and parcel space and sliding trap to make a bed when baby wants to sleep. The carriage models were all this season's samples, in whole reed and split reed. English models for city trade and wood panel carriages were there; the American type gondolas had reed tops and storm curtains. In colors white and old ivory predominated, with light shaded corduroy trimmings.

Among other lines exhibited were bassinettes, park cars, which are said to be popular in the West, baby chairs, children's furniture, kindergarten sets, toy carriages in reed; and in the boy line were new model automobiles, velocipedes, sleighs, artillery cars, wheelbarrows, roller-bearer coaster wagons, the latter equipped with a new brace which carries all strain, relieving the tugging on the front axle.



This is what makes trade good

Montreal Upholstering Co.

This company showed samples of about half their lines of upholstered furniture for livingroom, library, hall and club. All the items were heavily upholstered—arms, backs and seats—with tapestry and silk coverings. A very rich looking suite was of Chinese design upholstered in gold and black. The davenports were especially outstanding; and a couple of bedroom settees were noticeable.

Several splendid three-piece livingroom suites of unique design had low frames and light-colored coverings; and several had the popular cane back and side panels, with loose cushions for back and arm rests. This company will again this years take up the making of divanettes.

Standard Silk Shades, Ltd., Toronto

While extensive enough, but a few of this company's many models of floor and table lamp shades could be shown. Those that were shown, however, were both unique and distinctive, and the colors, both rich and soft, to suit all tastes.

The Standard Shade line is one of the biggest in Canada. Reds predominated in color, but blues were prominent. Oriental and French designs caught the

eyes of most visitors, and a Chinese mandarin floor lamp was odd and pretty. Another lamp decorated with birds and flowers topped with a shade to match was very effective.

A number of Standard lamps and shades were interspersed among other displays on this floor.

Art Lamp and Shade Mfg. Co.

Interspersed with the Montreal Upholstering Co.'s display were a number of floor lamps and shades made by this company. The shades were of many colorings, combinations and designs, and the lamps were unique, too—heavy pillars, some decorated with flowers, some gilt, some plush-covered, and all making a charming picture.

Dominion Brass and Iron Bedstead Co., Montreal

Brass and iron bedsteads figured in the company's display—principally brass, which is a big line. Many of those exhibited showed heavy posts, and about a dozen were combination iron and brass. All the beds were equipped with the "Sure Lock" device, a simple contrivance which is easily put on, and yet makes secure the rails for carrying the mattress.

A new "porcelain" white finish is given to all the new model iron beds, and seven show beds of brass were splendid examples of rich bed-making. "Royal Satin" and "Royal Pilot" are two popular finishes of this company's line.

Canadian Feather and Mattress Co.

Manufacturers of the highest grade of bedding this company made an excellent display of their products —box springs, kapok and felt mattresses, pillows and cushions of feathers, down and kapok, down comforters and tea cosies. The kapok used by the company is cultivated, and graded in their mattresses as Japara and Imperial; and the felt mattresses are ranged as "Regent Special," "Regent," "King," "Premier," "Bluebird" and "Superior."

Marshall Ventilated Mattress Co.

This company are makers of Marshall sanitary mattresses, Marshall patent filling for upholsterers, Marshall upholsterers' cushions, Marshall shock absorbers and auto cushions, Marshall spring edge felt mattresses, Marshalfelt, Marshaldown, Marshall box springs, Marshall upholstering felts. These lines were shown and explained.

Two new mattresses filled with Marshalfelt and having spring edge, which prevents sagging and pulling, were used for demonstration purposes.

Brunswick Phonographs and Records

The Musical Merchandise Sales Co., Toronto, sole Canadian distributors of Brunswick phonographs and records, made a good display and gave demonstrations of various models of this machine The cabinet work of all models is first class, the Brunswick method of reproduction consists of two patented features which produce superior tonal effects. The all-wood oval horn is another feature giving the Brunswick distinctiveness, and the "Ultona" makes possible the playing of all makes of records.

Gold Medal Furniture Co., Toronto

Featuring their full line of upholstered livingroom and library furniture the Gold Medal Co. made a splendid display, artistically arranged. A particularly good showing was made of their Chesterfields, several of the newest designs showing cane panels with loose cushions. Some of the cane furniture was displayed in suites, with Marshall cushions, silk and velour upholstering, one of them a rich blue and gold color combination.

Other livingroom suites had mahogany show-wood frames with tapestry covered upholstering. A couple of club chairs were shown in the upholstered section.

The Gold Medal phonographs, cabinet benches and piano seats had a section to themselves. Three new models have just been added, one a Consol design, another a Queen Anne, with a section of drawers instead of a cabinet for holding records.

In the bed section a high grade display was made of Kapok and Gold Medal felt mattresses and Gold Medal box springs, steel couches, Purity mattresses and Hercules bed springs. A daybed has been added, the first sample being shown at this exhibition. It was of walnut finish, equipped with a Hercules spring. A sliding couch action converted this daybed into a full sized bed.

A full line of divanettes with Bell action was also shown, and a demonstration was made in one of the exhibition windows of this piece of furniture part of the time of the show. The "Bell" gives the divanette an extra large amount of space for bedding, and will take the largest makes of mattress. It has great ventilating capacity, and in addition when opened up gives a full-sized bed.

Two or three new library tables completed the Gold Medal display—a William and Mary design and a plain Mission line table in fumed oak with book-shelves at sides.

M. F. Beach Co., Winchester

made a display of case goods—bureaus, chiffoniers, dressers and dressing tables in birch, mahogany, enamel, golden elm and quartered oak. The display while not large, proved attractive, particularly to those dealers interested in medium grade furniture for bedrooms.

Beach Furniture, Ltd., Cornwall

In conjunction with the above company this concern showed some complete bedroom suites in walnut, kyonyx, ivory and mahogany. The company is making only three complete bedroom suites—two veneered and one solid—specializing on period lines. Those shown followed closely Louis XVI., but this year the company will go in for Queen Anne. A gumwood suite in Colonial pattern, natural finish, given up two years ago, has again been added to meet demand.

Roxton Mill and Chair Mfg. Co., Waterloo, Que.

This company makes reed and all-wood chairs for verandah, sunroom, parlor and kitchen. The reed verandah line is strong in Ontario. Ash is used in many of the chairs and rockers, giving a nice, clear-colored finish. The colorings of the verandah chairs run to red, green, golden and natural.

A new addition is a library table of reed, with fumed oak top; a reed lamp goes also with this table. Children's rockers and baby chairs are also a line with this company, and for sunroom or livingroom a reed settee suite upholstered in tapestry or cretonne is prominent.

Altogether 61 different lines and styles in various colorings are made, 32 of these being reed suites.

OWEN SOUND FACTORIES' DISPLAY

ON the fourth floor of the Exhibition Building a joint display was made by the North American Furniture Co., Owen Sound Chair Co., and Andrew Grey Co., under the supervision of Wm. Pearson. The joint exhibit covered a wide range of diningroom, bedroom and livingroom furniture.

North American Furniture Co.

The North American Company strongly featured their new "chrome walnut" on Canadian birch, showing in this finish a representative line of snappy adaptations of period designs in both diningroom and bedroom furniture.

The North American Company also showed a new line of splendidly designed and proportioned livingroom tables. At one end of the display was erected a pergola, furnished with a French grey suite of verandah furniture, all items being favorably commented on, the cane seats and cane panels being very neat.

Another noticeable feature was a diningroom suite, the chairs having spindle backs. In bedroom furniture an enamel suite complete with floor lamp was very pretty.

Andrew Grey Upholstered Furniture

This newest Owen Sound furniture factory showed a commendable line of moderate-priced English upholstered livingroom suites in all the latest modes. There were all-over stuffed suites, the popular cane panelled suites with loose cushions, and a variety of suites upholstered in tapestry and velours.

Owen Sound Chair Co.

This company featured some new creations in Windsor chairs for the livingroom and bedroom. The livingroom range of chairs was very extensive, with enough variety to meet all needs.

This company has this year a strong line of office chairs, and they showed a suite of cafe chairs and table which was greatly admired.

In the galleries above were shown in sections diners, baby chairs, swivel and revolving chairs in golden oak, fumed, mahogany and walnut.

Barnet Refrigerators and Cabinets

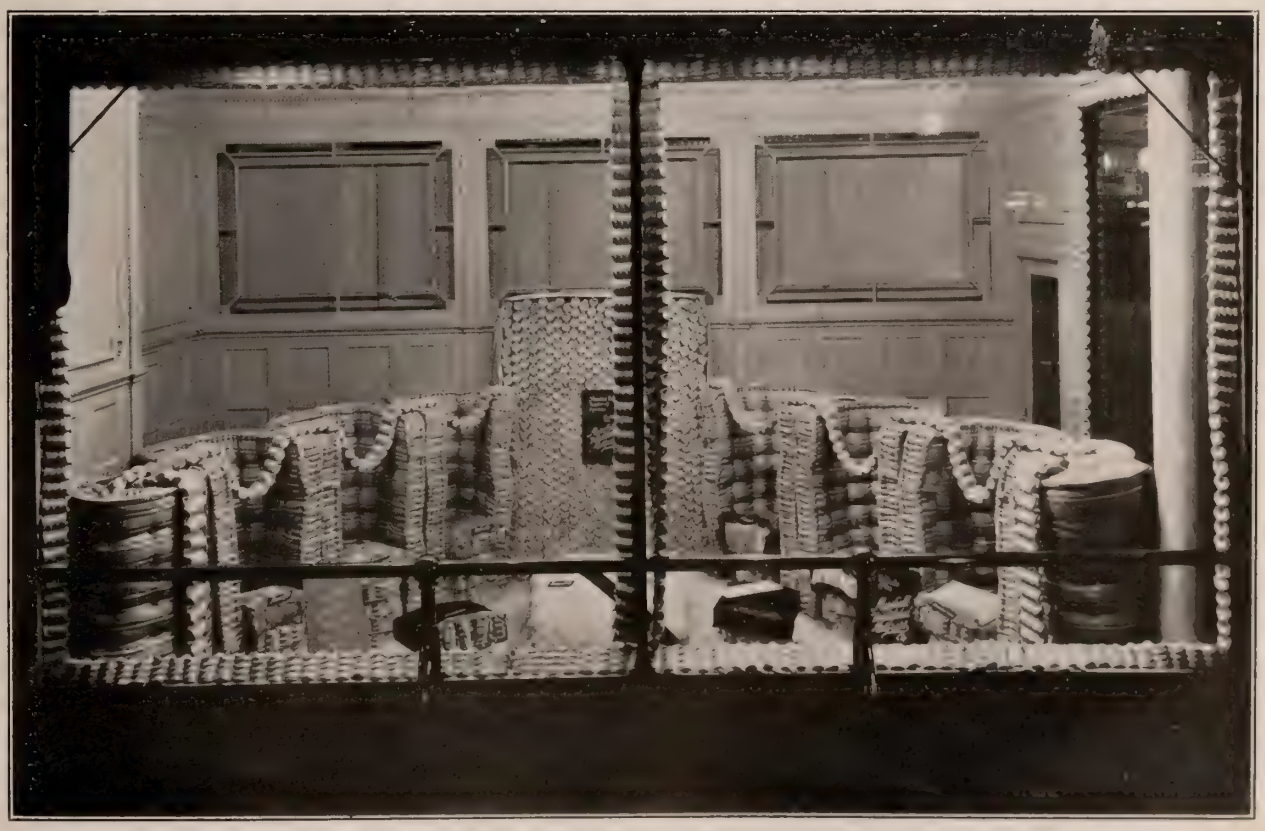
In the same section as the above displays a showing was made by the Renfrew Refrigerator Co. of their line of Barnet refrigerators and kitchen cabinets. A feature was made of the display by arranging the articles made by the company in a model kitchen.

Imperial Phonograph Corporation

In conjunction with the N. A. Bent Chair Co's exhibit a display of the National Table Co.'s line of phonographs was shown. These music machines are noted for their very fine cases. Fifteen different styles were shown, two of the newest being of Chippendale design. One electric machine was displayed. Electricity is the coming motive power for phonographs, say this company, and they are going in for this style quite extensively.

North American Bent Chair Co.

"Chairs for every room in the house and wood beds for the bedroom" was the slogan of this company's exhibit. There were restaurant chairs, sunroom chairs, kitchen chairs, kindergarten chairs and sets, office chairs and stools, children's chairs, Windsor chairs, bedroom chairs, diners—all wood, leather upholstered and slip seats—rockers and livingroom chairs .



Display made by the Marshall Ventilated Mattress Co. in the street window of the Toronto Exhibition Building during the recent furniture show



One of the many designs in strollers shown by The Gendron Mfg. Co. Ltd. of Toronto at their exhibit

The bentwood chairs covered a wide range, and like the general chair line were displayed in numerous woods and designs, and many finishes. In enamel alone the company are using three finishes—French grey, ivory and white.

A kitchen table with sanitary top, and a bathroom stool, cork-seated, hall trees and umbrella stands were among the new lines displayed.

The Bell Furniture Co., Southampton

Complete diningroom and bedroom furniture is made by this company, and a representative display from the prominent lines was made. In diningroom suites a walnut of period design attracted attention, as also did a period suite in a new finish, "brown oak."

In bedroom suites, ivory and walnut were the most noticeable, but a new suite in a new finish on Canadian birch seemed to be the pride of the exhibit. The chairs were all cane seated, and a lady's writing table was part of the suite. .

H. E. Furniture Co., Milverton

An extensive range of this company's newest "Red Seal" cedar chests was displayed, many of the chests being exceptionally large in size. One of these large chests, which attracted attention had end pieces and upholstered cushion to make a splendid bedroom seat.

A cedar wardrobe was a new thing. It is capable of holding six or eight garments suspended from hangers with which the wardrobe is equipped. A large drawer at the bottom can also be used for winter hats and muffs, etc.

In kitchen cabinets the company displayed several of their "Kitchenaid" cabinets. A new model, extra large in size, has a 48-inch top, and is equipped like the others with non-rust hardware. Oak and enamel models were shown.

Lucknow Table Co., Lucknow

Featuring "nothing but tables, and tables nothing but right," some 18 models in round dining extension tables were shown. These were made of elm, plain and quartered oak in various finishes. The tables with eight feet and more extensions are equipped with drop leg brackets, thus giving added security to the tables.

John C. Mundell Co., Elora

Making a variety of furniture for the home, this company made a feature of their new livingroom suites, which are running to lighter weight pieces. Of these new livingroom suites, two of them had cane back and arm panels, loose cushions, etc., and all the Chesterfields were notable for the period legs and lighter construction.

In stuffed-over suites, a chesterfield and a chair made up the suite, an extra chair of an odd size or design being left to the choice of the purchaser. This is said to be the trend of furniture styles both in England and the United States. The chairs, too, are lighter, with longer and more slender arms. Odd livingroom tables of antique designs are also accompaniments of diningroom suites these days.

In knock-down furniture—always a strong feature of the Mundell line—are three chairs and rockers with wood back and upholstered seat, upholstered seat and back, and upholstered seat and cane back. A line of show-wood chairs with tapestry upholstered seats was also new. Another new line is the bedroom chairs—enamelled and upholstered in tapestry and cretonnes.

Mission style is coming in again and Mission lines were noticed on some of the newer and moderate priced furniture. Smokers' stands and sets, and kiddie kars were shown with the novelties. Mundell davenport beds and daybeds were also given much attention.

Phonola Phonograph Co.

The Phonola Company of Canada made a display of about a dozen of their phonolas and gave demonstrations showing the capabilities of their machines.

Florentine Statuary Co., Toronto

One of the prettiest displays was that of the Florentine Statuary Co., embracing their ornaments. In the latter these ran to candle-sticks, book ends, fruit stands, toilet boxes, table lamps, etc. These, perhaps, were the most attractive of this attractive line of goods. Some of the better grades of these goods were gold burnished.

The lamp line was a big one, and included both floor and table lamps. Besides the composition, lamps were shown in both gold burnished and polychrome.

Another big line was the flower boxes, mostly in white, with metal lined earth holders.

Statuary was shown in white, ivory, polychrome and burnished gold. This statuary line was shown in numerous designs of artistic and popular subjects. Some of the figure work ran to mirrors, clocks, and fish-bowl holders. Some of the figures were in French bronze, antique, Pompeian bronze and semi-terra cotta.

The pedestal line ran to bases for statuary and flower vases, floor lamps, umbrella stands, etc., and were of many finishes.

The novelty of the line was the refrigerators. Made of a composition different from the statuary line a large bowl dipped in water for three minutes twice a week and covered will keep fresh and sweet any food that may be placed in the bowl the same as if kept on ice.

THE G. L. IRISH ARTISTIC LINES

ON the third floor of the building were a number of pleasing exhibits, among the best of which were the extensive lines of G. L. Irish, Toronto, who strongly featured his floor lamps and shades. The latter were divided into two general classes—parchment and silk shades. The parchment shades were all hand-painted and were very handsome. Mr. Irish says these are the coming shades for nobby homes. Being made by a special process not generally known the shades are exclusive and are not cheap.

The silk shades are more extensive, and are more within the price of the ordinary home owner. All the samples shown were very pretty, the soft glow sent out from them brightened up wonderfully the whole display. The newer models ran to oriental designs, one of which in pagoda form, was much admired.

The floor lamps were all new, especially remarkable were those decorated with Japanese lacquer and those with Tiffany finish in burnished gold. The light pulls were silk tassels, decorated with beads.

In the picture line were samples of both framed and unframed. Some of the newer lines and subjects were the copies of tapestry pictures; some English pictures in antique finishes; copies of the old masters in sepia; old French prints in colors; hand-colored carbons, which are coming in again; English artotypes in black and colors; water colors, after noted painters; and some Japanese hand-colored pictures in cloth.

The newer frames match up well with the subjects —antiques for the English pictures; polychrome for colored subjects; and tinted frames to match tints in pictures. New oil paintings for the furniture trade have convex glass for the lower-priced trade, and pearl paintings are still popular with many foreigners.

The tray line has gone ahead by leaps and bounds the last couple of years, and the bottoms are now being made to match up with the mouldings. In all-wood, weathered, golden, fumed and mission oak are the big line. Hand-painted flowers on silk and Japanese linen are new designs.

In statuary Parisian marble in 150 pieces was shown. This marble resembles Parian and Carrara marble—in fact is made from their dust chips, chemically treated—but has not the transparent quality. An alabastine line of statuary was displayed in miniature models of art pieces in European galleries. There were also shown some with a new metallic finish, washable, and some in bronze and polychrome finishes.

The polychrome finished line ran to candle-sticks, picture frames, electric lamps, book ends, etc.

Malcolm & Souter Furniture Co.

Many of the items of bedroom and diningroom furniture shown by this Hamilton firm were displayed in the white so that one could see the workmanship of this line. Almost all the rest of the exhibit was finished in mahogany or walnut. There was one exception—a figured gumwood suite for the bedroom.

This firm also make bedroom and diningroom suites in curly birch and enamel; library and livingroom tables in various finishes, and a line of sick bed trays.

Biltmore Curtain Co., Montreal

Robt. Burroughes, up to recently with the Burroughes Furniture Co., is Toronto and Western Ontario representative for the Biltmore Curtain Co., and he was responsible for the artistic display of marquisette and scrim curtains made by this company in their



No. 303—A pretty piece from the line of The Florentine Statuary Co. of Toronto

Montreal factory. The fine figured and flowered panel insets in these curtains distinguish them from all other curtains, as also do the real lace edges. These edges are continuous around the curtain—not mitred at the corners.

The samples shown ranged from low-priced to the more expensive curtains in scrim and marquisette. Some of the more expensive curtains have linen lace, fancy net and fancy stitched lace to match the curtain on which used. Some imported Nottingham curtains were also featured in the display.

Kilgour Davenport Co., Toronto

This company specializing in apartment furniture made a rather extensive display of their various models of davenports and davenport suites. These come in two and three-piece suites, upholstered in tapestry and leather. There were all-over stuffed suites and some with show-wood frames. Some had the popular and up-to-date cane trimmings.

Nearly all the davenports were of the folding bed variety, but several models were shown in stationary chesterfields. Divanettes is a big line with this company.

Sidway Mercantile Co., Toronto

The biggest and most complete display of baby carriages ever made in Canada by this company was that put on at this furniture exhibition. Included in the big display of a hundred or more carriages were a number of very new and catchy designs in medium-priced carriages which met with the approval of all furniture dealer visitors.

The Sidway company also showed several new finishes in their carriages. Among these was a revival of

the old ivory (which has been so popular of late) and some new blues—a dark blue, a "midnight" blue, and a frosted blue. The gears of the carriages were painted in colors to match the bodies.

Practically nothing a dealer would need in carriages but the Sidway people were able to show. The opening of the new Canadian factory at Toronto marked the beginning of a new era. Not so big as the American factory, everything in the Canadian plant is thoroughly inspected and is under observation all the time, thus ensuring workmanship and finish of the best.

The Sidway line, with the exception of about a dozen fibre models, is all made of reed. In addition to the carriages were also shown strollers, sulkies and the Allwin and Sidway steel collapsible carts.

Canadian Mersereau Co., Toronto

The entire exhibit of brass and iron beds put on by this firm was entirely new—new designs and new models—and besides they put on some new features in addition. One of these was a daybed of mahogany finish, with pull-out section to make a full-sized bed.

The brass beds were probably heavier in construction than have previously obtained, and the finishes and trimmings made them exceedingly attractive. One or two bungalow beds proved very popular. All the beds have the patented Way sagless feature.

A couple of the new iron beds had imitation cane panels, made of iron of course, and they attracted favorable comment. These iron beds came in ivory and white enamel finishes.

Arrow Bedding Co., Toronto

In conjunction with the Mersereau bed display, and used on their beds, the Arrow Bedding Co. showed samples of their Japara kapok and felt mattresses. In one section of their display they showed the construction of their mattresses to allow visitors to see how they were built and what materials entered into their making.

Hespeler Furniture Co., Hespeler

A big showing was made of bedroom and diningroom furniture by this concern. All the suites shown were of period design, and included were Italian renaissance, Jacobean, Queen Anne, Sheraton, Chippendale and a new Stuart design. One splendid bedroom suite of this latter period in walnut had twin beds in poster motif, with a big vanity and a large dresser. The chefrobe, too, was of goodly proportions.

Some of the more medium-priced bedroom suites, of which there were several shown, had little fancy ornamentations, little drawers and boxes, which added attractiveness to the outline and proved of utility as well.

Two odd bedroom suites were shown; one in ivory and one in walnut with gold markings and trimmings.

In the diningroom suites a prominent number was an Italian renaissance design, with florid outline and pretty carvings. The diners were upholstered in mohair. Another suite was an antique walnut with oak panels. The finish was ronick, a greyish brown much lighter than the regular run of walnut finishes.

De Luxe Upholstering Co., Kitchener

With a display also at Kitchener the De Luxe company made a showing of three or four livingroom suites in two and three pieces. Two of the chesterfields were upholstered in tapestry and were new designs—Queen Anne ball feet to give a period effect. The other two had mohair coverings, one with a piping of mohair of contrasting color.

The display, while small, was much admired.

Windsor Furniture Co., Windsor, N. S.

From away down by the sounding sea came a display of two bedroom suites, complete—one in walnut, one in ivory—to sell at a moderate price. The suites included bed, dresser, chiffonier, table, chair, rocker and dressing seat.

The Farabed Company, Toronto

Three models of "Farabeds" were shown in this display—one as a porch swing, one as a couch, and the other folded up to put away. The "Farabed" is an adjustable bed, made of a steel angle frame, mounted on ball bearing casters, and fitted with a twisted link wire mattress with helical springs at both ends and sides. It is adaptable for hospital and home use, and is a Canadian production.

The Geo. Gregg Co., Toronto

Imported seagrass furniture from Hong Kong was the feature of this exhibit. This furniture comes in all the items for use in livingroom, sunroom, porch and verandah. There are complete settee suites and individual chairs, rockers, tables, etc. The table tops and chair seats are reinforced with hardwood to prevent sagging, and the whole construction shows strength and durability. Some of the newer chairs are double-seated, making for still greater strength.

Japanese grass and hemp mats were also displayed.

McClelland & Stewart, Toronto

This firm made a showing of the A.B.C. adjustable car for children, for which they are agents. This car has the advantage of being adjustable to the three sizes of other cars, and is suitable to be used by any child between the ages of two and seven years.

Imperial Oil Co.

This company made a display of their furniture polish; their Ioco liquid gloss for floor dressings, and Imperial household lubricant.

Furniture Coverings

Cutten & Foster, Toronto, made a display of their tapestry coverings for furniture, mohair, velvets, cretonnes and draperies.

Geo. H. Hees, Son & Co., Toronto, displayed window shades, comforters, curtains, draperies, pillows, cushions and furniture coverings in many designs and colorings.

W. J. Craig, Toronto

Mr. Craig, one of the promoters of the Toronto furniture exhibition, made a small, though select, showing of bent-wood chairs made by Kohn, Munders, Ltd., in Czecho-Slovakia, the people of which country were such strong friends of Britain's allies through the recent world war. Prior to the war these productions were known as Austrian bent wood chairs, but the peace conference gave the Czechs back control of their properties, which had been taken from them in 1852.

The line has distinctive cane and upholstered seats and while useful in homes, are more suitable for hotels, restaurants, hospitals and public buildings. The finish

of the chairs is indestructible. These chairs are now being made in the United States, and are expected soon to be made in this country.

Galt Upholstered Furniture Co.

A Scotch chenille-covered livingroom suite was the central feature of this display. It was a bold design, though attractive as a show piece. Marshall cushions were used in the upholstering, and loose back and arm cushions were added as rests. A more quiet suite was also shown and a number of mohair and tapestry coverings. Both suites were rather large in size, but the company make smaller apartment-sized suites as well.

MAGNIFICENT FURNITURE DISPLAYS

THE second floor of the exhibition hall was magnificent exposition of what Canada can do in furniture making. The whole floor was given over to three Kincardine firms making distinctive furniture lines for every room in the house.

Andrew Malcolm Furniture Co.

This company making bedroom and diningroom furniture made a display of extremely high grade solid walnut and solid mahogany suites—a line designed by Stanley Stirrup—in which were featured a lot of new period furniture. Hipplewhite, Sheraton and other English productions were prominent, and as well were a couple of Italian renaissance suites.

A Sheraton enamelled bedroom suite of unusual design, with cane panels, drew great attention, as also did an English suite in walnut—an antique reproduction of 18th century design, with a few changes made to modernize it to present-day needs.

Possibly there were a dozen different suites in both bedroom and diningroom furniture in the display, nearly all walnut, and all in some period. There was a suite with poster twin beds that caught the eye; another with bow end bed was attractive; a third suite had Colonial lines; and two ivory and one a French grey were very dainty.

In all the bedroom suites the mirrors were remarked, all of them being odd, pretty and quaint.

Then there was a walnut suite with everlay veneer and board panel at foot of bed which hid the end of the bed clothes from view; a two-tone walnut suite with twin beds—all very classy.

In diningroom furniture the Malcolm line is distinctive, the diners especially being unlike any other line seen in Canada. There was a two-tone suite in this, also a remarkably fine Italian renaissance suite. An 18th Century suite ornamented with California redwood burl veneered on table and hand carved legs was decidedly rich.



A beautiful suite in solid Mahogany shown by The Andrew Malcolm Furniture Co. Limited, of Kincardine, at their display in Toronto

Throughout the displays on this floor were lamps and shades made by the Salisbury Mfg. Co., Toronto, which added warmth and attractiveness to the setting.

F. E. Coombe Furniture Co.

Upholstered livingroom suites are the forte with this



No. 107—Bathroom Cabinet, white enamel. One of Phillips Manufacturing Company Ltd. line

company, and the samples displayed were models of the upholsterers' art.

Tea wagons are also a strong line, and these were set out in a couple of dozen different styles throughout the display.

Among the new things offered this year are gate-leg and breakfast tables, which were prominently featured at the exhibition. Chesterfield tables, too, came in for special featuring.

In the upholstered section the newer designs came in show-wood frames, and some smaller-sized Chesterfields, suitable for apartments, were noticeable. Many of these newer designs had cane panelling and trimmings, loose cushions, and the other popular features.

Spinnet desks were featured strongly, and a few sewing tables, smokers' tables, odd parlor and livingroom tables, and several new stools were shown, together with some odd upholstered chairs and rockers.

The coverings ran the range of tapestry, silk, art figured velours, striped velours and figured silk.

Phillips Mfg. Co. Picture Display

On the ground floor, just at the main entrance to the exhibition, was the splendid exhibit of the Phillips Mfg. Co. Ltd., Toronto. The new things they have to offer this year are the polychrome work—candlesticks, book ends, table ornaments, etc. Some new art mirrors were also displayed, and some pictures in polychrome frames are also among the firm's new lines.

The Phillips Company had on display in addition to their new lines some of their popular sellers. These included a number of serving trays finished in mahogany, walnut and white enamel.

There were, too, a choice selection of high-class framed pictures—pastels, Maxfield Parrish pictures, water colors, etchings, carbons, and French prints.

The bathroom cabinets and mirrors had a separate department. The company prides itself on its sanitary cabinets, and they certainly looked well with their glass shelves and trimmings.

Knechtel Furniture Co., Hanover

An immense array of case goods was shown by this company, and a splendid grouping was made of their bedroom and dining-room suites. The newest finish of the company in these goods was named "maple walnut," and the company has just issued a supplement to their general catalogue covering the productions of this Canadian wood. A Queen Anne dining suite of "birch walnut," another native wood, was also admired by visitors.

Other new lines were an enamelled bedroom suite, built on mission lines, walnut and mahogany finishes in both bed and dining suites; large oval mirrors on both vanity and dresser in all suites.

The standard line of fumed dining tables, writing and library tables, bookcases, bathroom cabinets, costumiers, music and record cabinets, pedestals, etc., was well represented; and the office desks and filing cabinets had a special section. In office desks a new "Clemco" was displayed and demonstrated. This desk when closed is a large-sized flat top, but it has away in its "inwards" a typewriter which comes to the top almost at the touch of the finger.

Toronto Carpet Mfg. Co.

A large and choice range of "made in Canada carpets for Canadian people" was the offering of this company, which prides itself on its beautiful designs and colorings. A splendid example of this was a reproduction, hanging on the wall, of a mixed Persian and Oriental rug made on a power loom. In fact, all the rugs on display were made by machinery.

Other lines shown ran from washable rugs to the finest Wilton. The company does its own spining and dying of all yarns used in its carpet making.

Gibbard Furniture Co., Napanee

Gibbard guaranteed dining suites were the central feature of this company's display. Fumed, walnut and mahogany suites were shown, and as well several two-toned effect buffets. The company's China cabinets were well set off. The exhibit, while small, made an effective display.

Colleran Spring Bed Co., Toronto

Quite a number of this company's wood and iron bed frames and spring mattresses were shown. The feature of the mattresses being the famous lock weave and the cable reinforcing. An iron couch with lock-weave mattress was also shown and displayed.

SPECIALTY DISPLAYS IN BASEMENT

IN the basement were shown a variety of exhibits, representative of the growing needs of the furniture business.

Knechtel Kitchen Cabinet Co.

This Hanover concern made a large display of all the models of their line of "the efficient servant." There were displayed 35 different cabinets and kitchen tables. The newest and latest models in both cabinets and tables have enamel sanitary tops. Maple, white enamel and oak finishes were used in the cabinet con-

struction, and nickelloid was used on the work board of several of the cabinets.

A decidedly new cabinet had a porcelain top, which our representative was informed was now a "best seller." Some of the newer models have sliding doors and removable flour bins.

Morlock Bros., Hanover

Upholstered furniture for parlor and living-room is the strong suit of this company, and they were well displayed by examples of chesterfield suites and settee suites. Marshall cushions are used by this company in its upholstering, and tapestry and velours in its coverings.

The couch line has leather and tapestry coverings, and the parlor suites, silk, leather and tapestry.

Library suites, including tables, are a new feature of this company's extension work, and the extra chair and rocker line is also being extended.

Beds and Bedding

The Ives Bedding Co. of Cornwall made a big display of their iron and brass beds. The central feature of the display was a bed frame made 60 years ago and which was cast in sand.

The iron enamel line was built of round and square rods, some brass trimmed, and some with colored enamel decorations. The brass line, too, was extensive. It was noticeable that this line is running to heavier posts.

The Reliable Mattress Co., Toronto, showed a number of their cotton filled and kapoc mattresses, and also a couple of their bed sliding couches. The slogan of this company's work is that their mattresses are "filled, not stuffed." The material used as covers for their mattresses are principally cretonnes and denims. Pillows, too, were shown.

The Canadian Carpet and Comforter Mfg. Co., Toronto, displayed their line of comforters, pillows, cushions, rugs and carpets, bedding, curtains, furniture coverings, etc. It was a worth-while exhibit for those dealers going into these kindred furniture lines.

Decidedly Novel Piece of Furniture

One of the most novel pieces of furniture shown at the Toronto exhibition was that exhibited by A. E. Guidal, Ltd., Toronto, and which he has labelled a "Bachelorette." It is a whole housekeeping outfit in one piece of furniture. What looks like a cross between one of the newer gramophone models and a library table on opening up contains a dining table completely equipped with cloth, dishes, silver, etc., besides a kitchenette with gas stove, kettle, and all the auxiliaries for cooking. Drawers and cabinets contain the food stuffs.

Demonstrations are to be given about the country in various furniture stores. The invention is Canadian and the article is made in this country.

Toys and Children's Furniture

Beebe-Tod Mfg. Co., Toronto, made a display of their sidewalk wheeled toys for children; and also made a showing of their toy furniture items.

The Toronto Specialty Co., Bradford, showed their doll carriages, kindergarten sets, baby playards, shoo flies, sleighs and wheelbarrows. The company has gone in for the making of reed strollers, and are already making four models which will be extended during the present year.

The Lea-Trimble Mfg. Co., Toronto, making specialties for children, displayed their line of kiddie-koops and baby springs.

The LePage Co., Toronto, displayed and demonstrated their "Silvertone" baby grand phonographs in period designs. These machines are equipped with the latest innovations in music machines.

CANADIAN FURNITURE TRADE NOTES

H. M. Christie, furniture dealer and undertaker, Orillia, Ont., is dead.

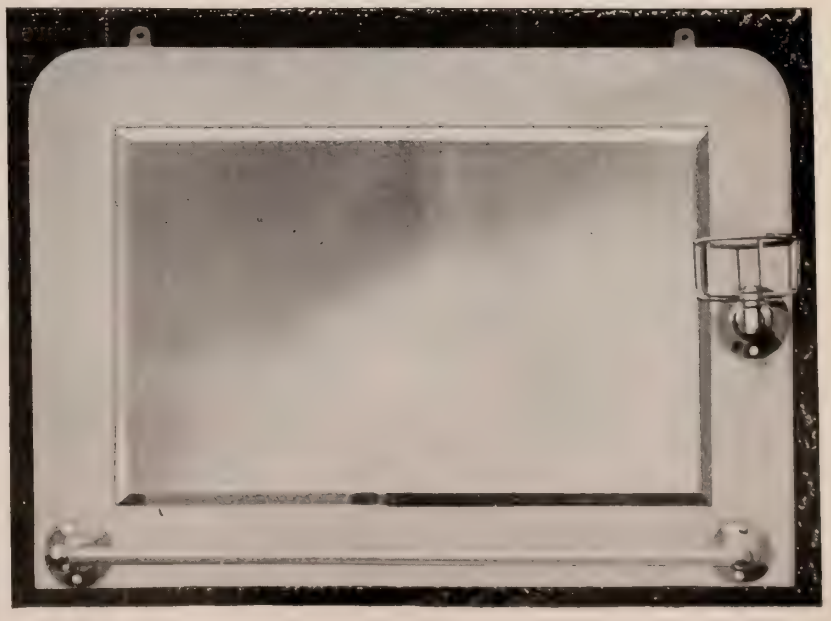
The Canadian Household Specialty Mfg. Co., Montreal, has been registered.

The National Picture Frame and Art Co. Ltd., Toronto, has been incorporated with a capital of $100,000.

The Columbia Graphophone Mfg. Co. has obtained an Ontario license to use $500,000 capital in its business in that province.

The Preston Furniture Co., Ltd., has surrendered its provincial charter to the Ontario Government; as also has The Spiesz Furniture Co. Ltd.

The Queen City Furniture Co., Ltd., Toronto, has been incorporated by Ontario charter, with a capital of $100,000. Rubin Shopiro, Ethel Shopiro and Ida Valikoff are named as provisional directors.



No. 1125T.—White enamel Bathroom Mirror, with nickel fittings. Shown in Phillips Manufacturing Company Ltd. line

FURNITURE DEALERS GO TO MARKET

Displays of furniture at Kitchener, Waterloo and Stratford attract dealers from all over Canada

IT was evident from the recent furniture displays that Canadian furniture manufacturers have caught the idea of progress in furniture design. The dealers who were looking for something beautiful, something new, yet with a real Canadian distinction to it, found abundant evidence of development. The whole idea that permeated the shows appeared to be not only better furniture, but a better furnished home. The manufacturers had spent the past year incorporating this idea in their many new designs, in the workmanship and in the finish, with the result that agreeably surprised buyers came and looked and bought. Probably the purchases were not in total value up to the high total of a few years ago, but there was a suggestion of permanency of business. Repetition of orders were not only hinted at but will be, said the dealers, an actual fact. Trade is again on the upward trend, after reaching a low level, and with the drop in prices the necessary stimulus has been given to buying which will start the wheels of industry insofar as the furniture trade is concerned, at least, revolving a little faster than during the past few months.

Another feature which added greatly to the show was the artistic arrangement of the various displays. Even when not arranged in room effect, colors and styles so blended that the beauty of the suites were shown to great advantage. Evidence of great study of effect of arrangement was shown, the expressions of approval from the buyers greatly compensating for the time and trouble spent in arrangement.

The arrangements made at the show for care and convenience of buyers, greatly saving their time and assuring their seeing all the displays, is worthy of note, including transportation facilities and quickly served lunches, where buyers, travellers and manufacturers met together.



Queen Anne Vanity Dresser—Malcolm & Souter Furniture Co., Ltd.

Buyers were present from the far east and west of Canada and some from the States. Several of these interviewed at the shows by The Furniture World stated that while it cost considerable to make the long trips, it paid handsomely. It was possible to make careful selection of lines which would sell best in their locality. The inspiration from meeting the manufacturers and with a realization of the painstaking efforts they were putting forth to make beautiful, artistic and easily saleable furniture, they would return home enthusiastic and able to put forth better efforts for increasing the sale of furniture.

All the shows were exceedingly attractive and sales were better than the most optimistic manufacturer expected.

Baetz Bros. Furniture Co., Limited.

Arrangement "on the floor," whether at an exhibition or in a store, is an art. If one may judge from impressions of the display of the Baetz Bros. Furniture Co., Limited, the artistic arrangement of the various lines was given great care, with successful results. The ceiling and floor lamps of the Baetz Bros. Specialty Co., Limited, were studiously arranged through the various exhibits. The silk shades blended with the furniture coverings giving a very pleasing and attractive appearance to the whole show room.

The display was arranged in room effect along the sides with grouping down the centre, thus permitting an open view of the complete cutfit.

A particularly attractive Louis XVI. living-room suite consisted of four beautifully upholstered pieces with cane backs and arms, a Chesterfield with bolster and two cushions, arm chair, davenport, end table and fireside stool.

A three-piece hall suite of the Spanish Renaissance period, was the centre of one group in which was included many pieces of the same period—clock, library table, bookcase, hall table, costumier, pedals, chairs, etc. These were in solid walnut, wax finish. Other pieces of the same period included davenport, spinet desk, and cabinets.

There were a great many of those lines of gift pieces such as tabourettes, smokers' tables in various designs, a wide range of tea carts of Louis XVI. and other designs, and a fine selection of high grade chairs and davenports.

One of the attractive groups consisted of two and three-piece living-room suites of neat, delicate French Chippendale of solid walnut, artistic in its finesse of detail, and giving an air of cheerfulness and comfort.

Some beautiful Italian Renaissance lines were shown including Roman chairs and Chesterfields, living-room three-piece suites, library tables and smoking tables. Davenports and chairs were shown with rosettes and bolsters of varied colored coverings. Other pieces in

the same period were devenport tables, fireside bench, centre table, writing desk, desk chair, console table and mirror.

The whole Baetz line had an air of individualism and distinction.

Baetz Bros.' Specialty Co., Limited

Well and effectively arranged throughout the exhibits of the Baetz Furniture and Anthes-Baetz Furniture Companies' exhibits were elaborate silk shaded lamps—floor, portable, and ceiling. The floor lamp standards were of all grades and various designs in walnut and polished and dull mahogany. The ceiling shades hung from the ceiling with silken cords. The trims matched these cords. The standards of the floor lamps were beautiful with handsome finish. The portables were in many designs—standards, urns, etc. Coupled with the furniture exhibit, the shades and lamps showed up to great advantage.

While the lamp exhibits were quite varied and extensive in design, they were just the beginning of a much wider range. The lamps were arranged with the various suites, whether for bedroom, dining-room, den or living room. The arrangement was quite appropriate, and gave a cosy and home-like effect to the groups of furniture.

A new line of shades were of hand-painted mica as a substitute for parchment. These were chiefly for halls and appeared to be a popular line.

Anthes-Baetz Furniture Co.

The Anthes-Baetz Furniture Co. had an extensive exhibit of bedroom and dining-room suites along with the Baetz Furniture Co. Bedroom suites were shown in various periods, Heppelwhite, Queen Anne and Italian Renaissance predominating. One particularly attractive suite was Heppelwhite suite consisting of bed, dresser, vanity dresser, toilet table and cheffonier.

Eight dining-room suites were on display. These consisted of Heppelwhite, Italian Renaissance, Spanish Renaissance and Heppelwhite in Jacobean finish. In these suites were buffet, china cabinet, serving table, dining table, and chairs.

H. Krug Furniture Co.

The H. Krug Furniture Co. had something entirely new in a new hand-carved library or lining room table with chairs to match. On display was a wide range of Jacobean design including tables for living room, hall or library, all exquisitely carved.

A pretty living-room suite of Queen Anne design had cane arms and back. Another living-room suite was in Jacobean design, complete with console table and mirror. Many others were also shown in various period designs. The predominating feature, however, was the Jacobean design living-room and library suites.

There was a fine arrangement of hall chairs principally of Jacobean design with hall seats, the prices being very reasonable.

A line of ferneries and flower stands in period designs, some with cane sides and ends, were shown. Pretty and neat gate-leg tables in many designs, hand carved, and ladies' secretaries in different periods completed the exhibit.

Snyder Bros.' Upholstering Co.

Snyder Bros.' Upholstering Co. made an elaborate showing. Suites were arranged in booths along the walls, while down the centre were the individual pieces and groups of suites, colored shades adding much to the cosiness of the general effect.

In each booth was a suite for a room, while one end of the exhibition hall was completely taken up with a living-room, completely furnished. Tastefully arranged were telephone set, chesterfield set, smoking set, lamp stand, drop-leaf table, book-stand, etc. One of the ideas in making this arrangement was to show that other colors could be successfully blended with blue, such as tope and some designs and colors of tapestries. One comfortable piece of furniture in this living-room was a chaise lounge with cushion back and down cushions upholstered in embossed velour in tope color.

Many new pieces were shown for the first time, and these included such gift pieces as end tables, bedroom tables, devenport tables, drop-leaf tables, library tables, telephone stands, magazine stands, etc.

One particularly fine piece which attracted attention was a small chair of Louis style with fluted arms and legs. This chair fits in with a suite, into a corner of the living room or bedroom. It may be upholstered in any design, and when trimmed with extra edging to set it off makes a comfortable, attractive and useful piece of furniture.

Other new designs included an upholstered wing arm chair, a high arm chesterfield of Queen Anne design. This was very comfortable with cushion back. It had a tapestry covering, but is also made with chinelle covering.

One suite showed considerable wood with a carved face moulding. It was upholstered in embossed velour. On the arms of the chesterfield and back of chair were cushions which might be described as "loose-stationary." These had one end of the cushion attached permanently to the furniture.

Several styles of upholstered chairs were shown. One new chair was of English design with down cushion seat and arms. It was designed for comfort and with it was a step or foot rest. Another chair similarly



Queen Anne Dresser Malcolm & Souter Furniture Co., Ltd.

upholstered was very comfortable yet took up very little space.

The idea appeared to be to have something different and the object was accomplished. New coverings and a change of styles made the different groups very attractive. There were davenports, massive and roomy, and there were others, neat, fine and very pretty, fit to grace the most exclusive living room. They were upholstered in silk, embossed valeur, embossed mohair, chinelle and tapesetries. There was, therefore, a wide range from which to choose.

A rose silk embossed covering made a very attractive show suite. A high class suite was richly hand carved. It had a polychrome covering of silk valeur. Another had a two-tone effect in an olive shade. There were several classy suites with a little touch of mahogany and covered with silk tapestry. This is a good grade of cotton and silk mixture. There were other two-tone effects with plain silks to match embossed silks.

In a rack samples of the various coverings were displayed to advantage.

Setting off the exhibit, ceiling and floor lamps with rich silk shades of harmonizing colors were arranged.

In an adjacent room was a wide range of library suites, tables and chairs, a very extensive line of office desks and chairs of every variety. There was a new mission line of tables, upholstered leather lounges.

E. C. Weber Limited.

E. O. Weber has given his own name to the Waterloo Furniture Co. The display covered a wide range and included some particularly attractive suites. One three-piece cane Queen Anne suite was covered with mohair plush. It was of choice quartered gum, finished in walnut.

Another Queen Anne suite was of solid walnut with cane back and arms. The chesterfield had loose cushion and bolster and a chesterfield stool. There were four solid walnut suites in Queen Anne design in various finishes.

A Queen Anne suite was fitted with down-padded cushion springs, Marshall construction, had kidney arms and was upholstered with figured damask. Another Queen Anne had cane back, upholstered arms and down cushions, while some solid walnut suites had upholstered backs, cane arms, down pillows and mohair coverings.

Several Louis designs were shown, one Louis XV. with cane back and upholstered arms. Another of the same period with upholstered back, was covered with mohair plush and set off by a blue silk shaded lamp. One of this period had cane back and under arms and was covered in mohair plush.

A Louis XVI. solid walnut living room suite had cane panels and was covered with pretty damask. There were also several other adaptations of the Louis designs.

A Chaise lounge in Queen Anne design with cane back and arms and down pillow, had a mohair plush covering.

There was an assortment of hand covered hall chairs with cane seats and panels. Couches were made with bellows pillow or otherwise, covered with mohair, tapestry or leather.

There was a large assortment of Queen Anne, Colonial, Adams and Louis hall and living-room designs. These included a wide range of cane backs and arms. These were made in walnut and mahogany. Seats were made with loose cushions in many instances. A removable cane seat permits easy replacement.

Five chesterfield sets were finished in select tapestry, mohair plush, etc. They had best quality Marshall cushions and deep luxurious spring back and seat.

In parlor suites there were several lines of different periods. In living room suites there was a three-piece Queen Anne with figured mohair plush covering, auto seat and quartered gum wood. There was living-room furniture in all finishes, oak, walnut and gum-wood finished in walnut.

Library tables were made of oak, mahogany and walnut in various finishes. The oaks were old, golden and fumed. Comfortable rockers had Marshall reversible cushions, spring arms, auto seat, and mohair plush covering.



A delightful Buffet design shown in Kitchener by The Strathroy Furniture Co. Ltd., of Strathroy

There were various designs of dining room chairs, including Queen Anne. These were made in quarter cut oak and solid walnut finish.

Bedroom chairs in Adams design with cane panel back and fluted legs were shown in walnut, gum and mahogany finish. A beautiful bedroom rocker and chair set was in old ivory finish with back and seat upholstered in rose mohair.

AT THE KITCHENER AUDITORIUM

Four of the companies made exhibits at the Queen Street Auditorium—The Art Furniture Co., Geo. H. Hackburn & Co, and the two Lippert companies. The Auditorium was decorated with flags and bunting and colored lights interspersed the displays.

Art Furniture Co.'s Display

Making period bedroom suites in genuine walnut and mahogany, the Art company had an opportunity to display the quality and workmanship of their productions, and they made good. Two particularly fine exhibits were a Queen Anne and a Louis XVI. suite in walnut. They drew great attention and praise from all visitors.

An Adams suite in walnut was also classy. It was noticed that all interior trays and drawers were of best wood, similar to make and finish of the suites.



No. 87—Sofa and Rocker from the line of The Wunder Furniture Co. Ltd., Kitchener, Ont.

And another good feature was the careful staining of the backs of all pieces to correspond with the finish of the furniture.

Library tables are also a line with the Art Company, and samples were shown in fumed and golden oak as well as the other finishes, and in various designs.

Geo. H. Hackborn & Co.

An extensive showing of upholstered furniture was made by this firm. There were suites for livingroom and parlor, the former with allover stuffed Chesterfields, rockers and chairs as well as showwood frames. Tapestry and velours figured mostly in these suites. In parlor suites silk coverings were also used, the frames being mostly of mahogany.

Lounges and couches are a big line with the Hackborn Company, and these were shown in leather, velour and tapestry coverings.

Among the new goods was a line of cretonne and damask covered bedroom boxes, sewing boxes, boot stools, etc. They looked very fine. Table lamps, too, are a new line.

Rockers, in knock-down style, golden and fumed, with brown and black leather coverings, had a in the display.

A dining room suite was shown in fumed, and also a new library table. Club chairs and rockers of all-over wire and a folding Chesterfield bed were also displayed in this section.

Several willow upholstered pieces were displayed with the new stuff for this season. Folding screens, shirt waist boxes and a new line of upholstered bedroom chairs completed a very fine display.

Lippert Table and Lippert Furniture Displays.

The G. J. Lippert Table Co. and the Lippert Furniture Co. made a joint display of their new and standard productions. The Table Company made a big showing of extension dining tables in golden and fumed oak and mahogany.

The Furniture Company had a very fine exhibit in a Louis designed suite for library, with table, settee and two chairs, daintily upholstered in blue and gold figured silk damask. Loose cushions and extra cushions were on all seated pieces, and the showwood frames had cane panels to give an aristocratic touch.

A new high class dining suite was a genuine Chippendale, hand carved, with square extension table, up

holstered high backed chairs, buffet, sewing table and china cabinet.

Smokers' stands and sets, flower stands, pedestals, book stands, waste baskets and floor lamps were among the new goods. Quite a large range of new designs in library and writing tables was also displayed.

The remainder of the exhibit was given over to a large showing of diningroom suites in various periods, and some upholstered suites for livingroom and parlor.

The Lippert "Lyraphone" was also shown in several models, two of them, a Louis XIV. and a Louis XVI., being especially commended.

Beaver Furniture Co.

In the furniture store building which H. S. Zinkan is to open shortly, at 25 Queen street, south, a number of exhibitors displayed their goods. Among them was the Beaver Furniture Co., which showed some new diningroom suites.

The company prides itself especially on its tables. The company have a new finish—a golden brown, or old English, in both dull and satin. With the dull finish hot or cold water spilled on it has no effect.

The suites shown were of period design, with Queen Anne and William and Mary predominating.

Crown Furniture Co.

This company showed a number of bedroom suites of period design in walnut, enamel and kyonyx on gum. In fact, quite a lot of gumwood is used by the company and put through in various finishes.

The suites are complete even to bedroom boxes and writing desks. Some of the bedroom suites had open



No. 16—China Cabinet. A beautiful piece shown at Kitchener by The Strathroy Furniture Co. Limited, of Strathroy

work panels in the furniture to correspond with the Simmons brass bed patterns, when patrons want metal instead of wood beds.

H. W. Grady Upholstering Co.

This company's factory, which is at Union and Hubert streets, Waterloo, showed only a couple of suites, but what was there was A1 quality. The company are making allover stuffed upholstery suites and individual Chesterfields, rockers and chairs.

Elmira Furniture Co.

The Elmira chair line is well known, but this company in their display made a number of new showings. The chairs included diners, rockers and some settees recently added. The diners were of period design and mostly walnut. In fact most of the display was made of walnut.

The tables were of new design for library and parlor. Besides walnut, some golden and fumed oak was also shown.

The upholstered chairs were covered in either tapestry or velour. A new suite or settee, chair, rocker and table would make suitable furniture for library or livingroom.

Quality Mattress Company.

At their factory showrooms in Waterloo, The Quality Mattress Company had an attractive display of their comprehensive line of mattresses.

The "Lights," the thirty-three pound Kapok mattress made by this company, was given special prominence. This mattress is filled with the highest grade of prime Kapok, is resilent, light, long-wearing and economical.

The complete line, including "So-pleasant," "Quality," "Royal," "Kapok," "Solid Comfort," "Guide" and Box Springs were covered with attractive art sateen.

A great deal of interest was taken by visiting dealers at the Quality exhibit in the new machine used for treating the Kapok. This machine removes all seeds, wax and foreign matter from the Kapok before feeding it into the ticking.

Woeller, Bolduc & Co.

In their permanent showrooms this firm made a very fine display of their varied lines. A number of new designs in Chesterfield suites were perhaps the most prominent, with possibly the large line of easy chairs —extras and rockers—a good second. The upholstery work on all these items was especially fine, and the tapestry patterns and colorings in the coverings were much admired.

Livingroom suites in show-wood frames were more prominent than in the past, and the tendency toward smaller pieces was noticeable. Parlor suites, too, had a large range, the silk coverings on upholstering gave a color effect to the whole exhibit.

ANOTHER GROUP OF DISPLAYS

IN the Fischman building, at 17 Queen street, a number of exhibitors took space to display their wares.

On the ground floor the Fischman Spring Co. had the walls decorated with their furniture and mattress springs, and on some of the furniture exhibits had set out many of their fancy cushions.

Reitzel Bros.' Display

This firm made quite an elaborate showing of their diningroom furniture, among the new designs of which

were a Georgian ten-piece suite of walnut, antique finish. A similar suite in walnut was shown in satin finish.

A big line of buffets was displayed, one in particular, in a dull lacquer, was especially fine. Various other suites in golden oak and solid walnut, period designs, were much admired.

Fry & Blackhall, Wingham

Upholstered suites, chairs and rockers are the strong lines with this new firm, which this year made its second exhibition. The Chesterfield suites were of high grade and extremely comfortable. Foot-stools were shown in several of the suites, and it was noted that even in the heaviest Chesterfield there was a little period touch.

Settee suites for apartments are perhaps a little newer, but in both the regular livingroom and smaller settee suites period lines were noticeable. Several of the newest exhibits had cane panels and some of them show-wood frames.

The firm intends going in for library tables a little later on, and extending their trade to the West; at present they are confining themselves to Ontario trade.

The Schierholtz Furniture Co.

This company also showed livingroom furniture in Chesterfield suites and upholstered chairs and rockers Club chairs and rockers were as well displayed. Some of the suites came in show-wood frames.

A big line of dining chairs was shown, mostly of oak, golden and fumed, with various styles of upholstered seats. Reclining reading chairs, with paper and book pockets, were a pleasant novelty, and several settee suites were much admired.

Specialty Upholstering Co., Waterloo

Another exhibit of upholstered furniture was made by the Specialty Company, in Chesterfield and settee suites, chairs, rockers and couches. All the exhibits, except the couches, were all-over stuffed, the couches having both leather and tapestry coverings. Loose cushions were used on all the Chesterfields and many of the chairs, and upholstered foot-rests and stools were added to the line.

Wunder Furniture Co.

The Wunder Furniture Co. have opened permanent showrooms at 36 King street west, Kitchener, and the company made its first exhibition of their lines in these new rooms.

Among the new goods offering was a three-piece parlor suite, with cane panels and ends, and beautifully upholstered. The company is getting away from the ordinary run of parlor furniture and going in more for ornamental suites suitable for both parlor and livingroom. It was noticed that in practically all this new stuff cane ornamentation has a large place.

The company is specializing in new livingroom suites in walnut and oak. Here, too, cane panelling is much used.

Hall stands and mirror racks is still a big line, as also is the chair line, particularly in diners.

A special room was devoted to showing new hall suites—with console tables, mirrors, chairs and umbrella stands. Old English finish predominated in the new stuff, and cane also was used in decoration.

Library and parlor tables were shown in fumed oak, cane panels; and hall chairs in period design. Foot-stools and costumiers were also displayed.

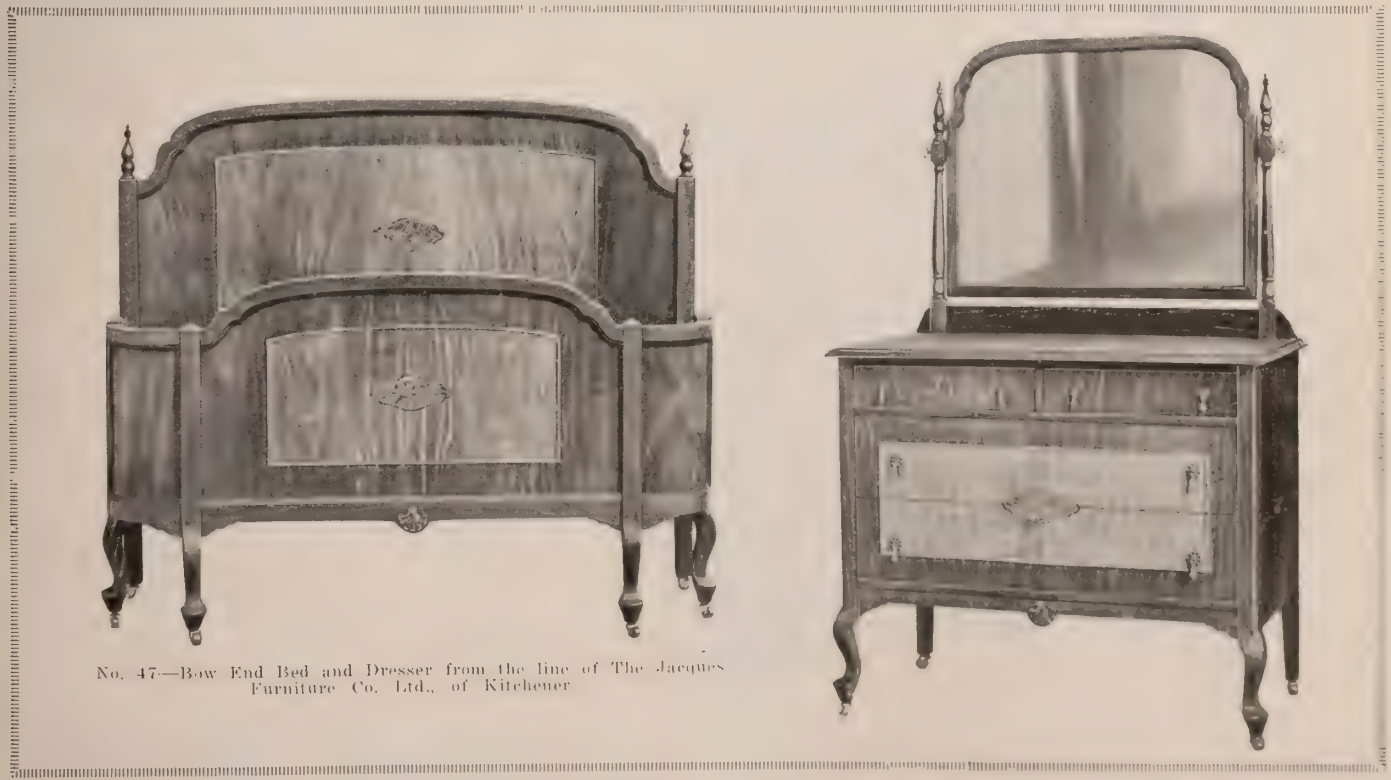
A second special room was used to show the new livingroom furniture.

De Luxe Upholstering Co.

Similar to the Toronto display of this company, and more extensive, the ground sales floor of the Schreiter store was given over to the newest creations of this firm in Chesterfields, suites, chairs and rockers. The display was well set off, and looked well and was much admired by all visitors.

Malcolm & Hill, Ltd.

In their factory showroom opposite the station Malcolm & Hill made a splendid showing of their regular



No. 47—Bow End Bed and Dresser from the line of The Jacques Furniture Co. Ltd., of Kitchener

and newer lines. The exhibition hall was tastefully decorated, and flower-boxes full of bloom set off the furniture shown exceedingly well.

In partitioned rooms the various bedroom suites were displayed. There were three new suites that merited attention, all made of birch in different finishes. One, a Wedgewood grey, of seven pieces, caught the eye of every visitor. The finish is entirely new in Canada, and this suite is the only one so far shown. Cane seats and backs were used on chairs and rockers in this suite.

An ivory enamel suite, similar to the above was also shown, except that the chairs were tapestry upholstered. It was noticeable that in all the exhibits Canadian woods were used. The whole line is clear cut, well designed, of high quality and careful finish. It is similar to the Luce line, but seems better finished.

Other suites in walnut and mahogany were shown in various period designs, Queen Anne possibly being the favorite. Four of these were in walnut, the outstanding features of which were the chasteness of design and their perfect finish.

A novelty suite of white enamel, called a Windsor Colonial suite, was the centre of attraction in the new and larger showroom adjoining. The Windsor chair, floor lamps, panelled mirrors, twin and double beds being especially commendable.

The Hibner line of walnut dining suites and walnut and mahogany bedroom suites is being continued, and the company is getting up a Windsor chair line in six designs, using Canadian birch in antique finish.

Among the new ornamentations noticed on some of the suites were oak leaves and thistles, and the company's own design of drawer pulls. The wall mirrors used with the newer suites were particularly fine; as, too, were the little added features on bureaus and dressers, of jewel boxes, button trays, etc.

Guelph Carpet Mills

In the Malcolm & Hill building the Guelph Carpet Mills made a splendid display of their varied productions, among which were the better grades of French wiltons in many oriental designs.

Plain velvets, too, were shown. These are very popular just now, and they come in some wonderful colorings; two especially; one black and one green, of Chinese design received much praise.

In bedroom rugs the lighter tones prevailed. In tapestry rugs, of which a number were shown, the company is the one manufacturer in Canada.

An extensive range of Brussels was shown, some of them in special designs for society halls, hotels, etc. Special designs may also be had in Wiltons.

"Takee" Wilton rugs, splendid for wear and quality, and one of the best sellers in Canada, had a place in the display.

W. J. Armstrong, Ltd., Guelph

Along with the Malcolm & Hill display the Armstrong upholstered line of furniture was exhibited This line is of very high quality and ranks among the best upholstered furniture made in Canada. The company's slogan is "We make one quality, and that the best." And judging by the display the furniture is sterling in every respect. The designs are original, and whether one buys an expensive covering or one not so expensive, the workmanship is the same throughout.

The firm make a line of odd chairs to add to a suite or to be used singly, and as well, special chairs for library, livingroom, bedroom and hall. A special apartment two-piece suite was displayed. It was very pretty, the short Chesterfield and small arm chair were very comfortable.

A nice three-piece drawingroom suite in blue and taupe, with down cushions, loose seats and back, was one of the finest seen at the 1921 exhibitions. A rich black silk pile over gold covering on another Chesterfield suite was excellent.

An Old English "Oxford" suite heavily upholstered, with roll arms, loose cushions, and figured plush covering, was a third prominent feature of the display.



No. 249 — Arm Chair shown by The De Luxe Upholstering Co. of Kitchener

A number of varied tapestry suites also figured in this splendid display.

Jacques Furniture Co.

In their own factory showroom the Jacques Furniture Co. made a fine showing of their new period bedroom suites. Divided off into compartments it was possible to get a good view of the various suites and to note their fine lines.

The company featured their bow-end beds and vanity dressing tables in all their suites. The exhibits were mostly of walnut, though mahogany and oak are also made.

Among the notable exhibits were a Louis XVI. suite with cane-seated chairs and ornamentation; a Queen Anne, whose cheffonette had half the space for hanging coats, the other half fitted with tray drawers; a two-tone effect in walnut; a Spanish suite copied from a museum suite, modernized; an Italian and a Hepplewhite suite. All the suites have splendid mirrors in dressers and vanity tables.

Strathroy Furniture Co.

In conjunction with the Jacques display the Strathroy Furniture Co. made a showing of their diningroom furniture. The company prides itself on its cabinetwork, and in all its exhibits made this prominent in its period designs.

All the suites were in period, Italian and Spanish being the newest designs. The Spanish suite had an especially fine silver tray in the buffet.

A big line of new buffets was shown. All of these pieces have easy-running drawers, a centre guide enabling a person to pull open a drawer evenly by using only one drawer pull.

A beautiful Queen Anne china cabinet with glass doors was one of the best cabinets seen at the whole exhibition. There were three new buffets shown; two new dining tables; and one new suite of diners, the latter of Jacobean effect.

An Italian Florentine suite with a hanging mirror above buffet, and a cutlery drawer concealed in the buffet was a striking feature. Another noticeable feature was the clutch in the back of the chair, making it easy to lift. In fact, all the chairs have extra attention paid them. They are well constructed, and the firm say they have never yet had a single chair go bad on them.

STRATFORD FURNITURE EXHIBITION

STRATFORD manufacturers outdid themselves this year with their annual exhibition of furniture. As usual the displays were put on in the factory showrooms, but the carriage arrangements for going from place to place were so well looked after that there was no inconvenience at all for those wishing to see all the displays.

The daily luncheons in the Imperial Rattan Co.'s factory were general meeting places for visitors and manufacturers, and the functions were well attended. The evenings spent at the Furniture Manufacturers' Club were entertaining for all those who stopped overnight in Stratford.

The new display arrangements this year were the Kindel Bed Co., showing in their own factory showrooms, and the Imperial Rattan Co.'s display, also in the Kindel Bed showrooms. Peppler Bros., Hanover, a new exhibitor, showed in the Stratford Chair Co.'s factory.

The McLagan Furniture Co., Ltd.

In booths along the walls of the show room of the McLagan Furniture Co., were displayed many suites arranged in individual rooms, while down the centre of the floor were many other groupings of gift pieces which made a very comprehensive collection.

A dining room suite in modified Italian with dinner wagon, extension table, console table and mirror, was displayed, while others consisted of Queen Anne suites with square and round tables and two sizes of buffets, 54 and 66 inches. Queen Anne designs with oval tables were also included. One of the prettiest suites shown was one of Louis XV. design.

One of the new styles was a suite in Spanish effect, including round table, china cabinet, console table and mirror and side table. These had silver trimmings.

A Chinese Chippendale suite had buffet, enclosed dinner wagon, and china cabinet finished in walnut or oak. There was also the regular line of oak dining room furniture. Most of the sets were furnished with cutlery trays.



No. 47—Vanity Dresser in two-tone effect shown by The Jacques Furniture Co. Ltd., of Kitchener

A Louis XVI. buffet, dinner wagon with either round or oval table was a new line. One of the best sellers shown was a suite with an Old English brown oblong table, dinner wagon, china cabinet, etc., in a sort of Gothic effect. The buffet was made in two sizes.

A second new style was a suite in the Adam design with three different sizes of buffets each with a break in front. An Italian suite with oblong table and fine trim was made in either oak or walnut.

Among the bedroom suites shown was one made in either walnut or mahogany, full size of twin beds. The



A new Buffet No. 681—from the medium grade line of The Stratford Chair Co., Stratford

cheffonette takes the place of the cheffoniere and gives more drawer space, and the vanity dresser takes the place of the dressing table.

Another Louis XVI. bedroom suite made in walnut or mahogany, had a two-tone effect and was of very high class. A Heppelwhite suite, too, was very attractive.

In the Queen Anne design was a suite in two-tone effect, the dressing table of which had a jewel box in the centre. More medium priced in this style have figured veneers and include dressing table, chefforette, bed and dresser.

Louis XV styles, of both medium and high quality, were displayed. A new Adam line, ornamented, included vanity dresser, chefforette, dress, bed and chairs. A Windsor suite with bow end bed and pearl veneer overlay concluded the bedroom suites.

In hall suites were many styles, Italian, Chippendale, Adam, Queen Anne, Gothic, Old English. One piece of interest was an Italian hall stand, the mirror and seat being in one piece.

There was a display of their full line of standard hall mirrors and seats.

A new line consisted of Italian and Queen Anne library tables. A Queen Anne set included desk, bookcase, library table and rocker.

A large variety of gift pieces included music cabinets, davenport end tables, davenport tables, sewing tables, smoking and card tables, serving trays, pedestals, writing tables, etc.

In one booth was a good display of Gunn sectional bookcases and filing cabinets.

The whole display was very fine and most of the lines shown were entirely new.

McLagan Phonographs.

In a special phonograph show room were displayed various models of McLagan phonographs. These included a Chippendale with filing cabinet equipped with a motor to play eight records at one winding. Phonographs were made in the different periods, Louis XV., Queen Anne, William and Mary, Louis XVI., Adam, Gothic and modern. These were very beautifully finished and equipped with high class reproducing equipment.

A console table model showed the ease of filing records without the necessity of stooping or bending. One beautiful phonograph was Italian Renaissance made in solid American black walnut. It was 32 inches high with a top 26 x 59 inches. It was complete in every way with high class motor, record filing compartment, etc., and received a great deal of attention. Another Italian with standard sized case was one of the styles. Two new specials were in Queen Anne and Louis XV. periods.

The Stratford Bed Co.

The Stratford Bed Co. had a neat line of brass beds in many designs and finishes. Satin and ribbon finishes were used, their ornamentations being as popular as ever. Brass costumiers of the same finish were shown.

Ontario Spring Bed and Mattress Co.

In connection with the display of the Stratford Bed Co., the Ontario Spring Bed and Mattress Co. of London showed a number of mattresses, including their special "Adjusto."

The Stratford Chair Co.

The display of the Stratford Chair Co. was attractively arranged in booths along the sides, while down the centres were groups of chairs, etc. Here were included chairs of all designs for every use. There was a complete line of diners, Windsor chairs, etc. The line of office chairs has been greatly increased from last year and many neat and comfortable pieces in different finishes and qualities, both high and medium grade, were shown.

There was a comprehensive line of living room chairs and rockers, principally showwood, some with cane backs. Library suites, bookcases, table and chairs were of oak and gum wood, finished in walnut. One library suite in Old English finish was particularly attractive.

Library suites make up a new line with the Stratford Chair Co. A number of library tables completed the display of library furniture and completed an attractive and extensive library display.

The bedroom suites were in all patterns. A Queen Anne suite, several of which styles were on the floor, was of gum wood finished in walnut, and included a bed with bow ends and vanity dresser. An Adam design also had the bow end bed.

A prominent line with the Stratford Chair Co. are suites in figured gum wood, finished natural. Also included in the display were golden oak bedroom suites, odd dressers, cheffonieres, etc. These latter are gum wood finished in walnut and natural.

The list also includes diningroom suites in Queen Anne, spinnet leg, Louis XVI., semi-Italian and Adam. A Louis XVI. was a very neat design with square table finished in walnut.

Imperial Rattan Co.

The display of the Imperial Rattan Co. was particularly fine and one of the impressions of the exhibit was the extent of the lines now made in reed. All the pieces were tastefully arranged in groups, so that the fine workmanship, beautiful design, finish and upholstery were easily discernable. Centrally located was an arbor and radiating out from this the various exhibits were grouped.

A 42-inch breakfast-room or card table with chairs to match was finished in white enamel but may be obtained in gray or fumed finish. An all reed living or reception room suite with roll front was shown in ivory with blue decorations but may be obtained in all finishes.

Many neat designs of fernery and flower stands, attractively arranged throughout the display, filled with ferns, added an air of distinction to the exhibit. Floor and table lamps of reed also helped to make this one of the most attractive displays.

Small pieces were arranged throughout the exhibit hall, including reed bassinette, sewing table and basket combination, serving trays, tea carts, hall chairs, drop-leaf tables with reed and fumed tops and other gift pieces in reed.

A day bed with table and chairs to match made an attractive suite. Other dining-room suites were finished in gray enamel, ivory enamel and natural finish. Many of them were upholstered with Marshall spring cushions. There were many odd chairs and rockers of reed in attractive designs, and a chaise lounge.

One particularly attractive suite was distinctive in design with Gothic chairs and settee richly upholstered in elaborate chintz covering, davenport end tables, davenport tables, desk and table, floor and table lamps to match. It was finished in black with gold trimmings.

A section of the display was devoted to the extensive imperial line of low-priced upholstered chairs and rockers, some of them with showwood frames.

"Old Hickory" line of bedroom suites was shown and made one long for summer time. The high poster double and the neat single bed were displayed and there were many new lines shown, including rockers, chairs, swings, costumers, ferneries, tables, etc.

Kindel Bed Co.

Living room suites in period designs with loose Marshall cushions made up a large portion of the Kindel Bed display. All were upholstered in attractive coverings.

One living room suite with kidney arm and gold and blue velour covering was particularly attractive. There were also cane back living room suites with Marshall spring construction and cane ends covered with figured valeur and tapestry.

Kroehler Daveno suites with show wood frames and cane sides were made in different periods with chairs to match. The mattress, davenport and upholstery are separate. They are made in beautiful designs with luxurious coverings in tapestry, velour, leather and imitation leather.

A new line with the Kindel Bed Co. is the day bed of Kroehler construction, made in walnut and oak with cane ends and covered wtih high grade tapestries and

An Announcement—

Our customers and friends throughout the furniture trade will be glad to know that the recent fire at our factory has not affected our output in any way. We are still in a position to supply your mattress requirements as promptly and efficiently as ever.

The Standard Bedding Company, Limited

27-29 DAVIES AVENUE, TORONTO, ONTARIO

Builders of the Hygienic Mattress

velours with pillow cushions to match. This line received a great deal of attention from visiting dealers.

Kroehler chesterfield suites were attractive and were made in period designs and covered in figured velours.

The Farquharson-Gifford Co.

The Farquharson-Gifford displays were arranged in room formation down the sides of the exhibition hall. A large number of furnished living rooms were shown and the dealer was thus given an idea of how to display some of these particular lines on the floor of his store.

A big feature of the Farquharson-Gifford exhibition was the attractive living room suites. A Queen Anne design had showwood frame, cane back, roll arms and was covered with blue and gold figured plush. A new luxurious chesterfield with roll arm was covered in two tone effect with blue plush and silk tapestry.

A fireside chair that looked comfortable was the Martha Washington with its wing arm.

A Louis XV. suite with showwood frame, including chair with wing arms, was covered with figured mohair.

Another Queen Anne design was covered with blue and gold silk, upholstered back and arms, kidney arm design, had Marshall spring cushions. Another suite of a different style had cane back and sides, wing arms and was covered in blue and gold silk.

Included in the display was a wide range of Pullman beds and "Nu-fold" divanettes.

A large number of easy chairs and rockers, many with wing arms, were shown, and a chaise longue.

Stratford Mfg. Co.

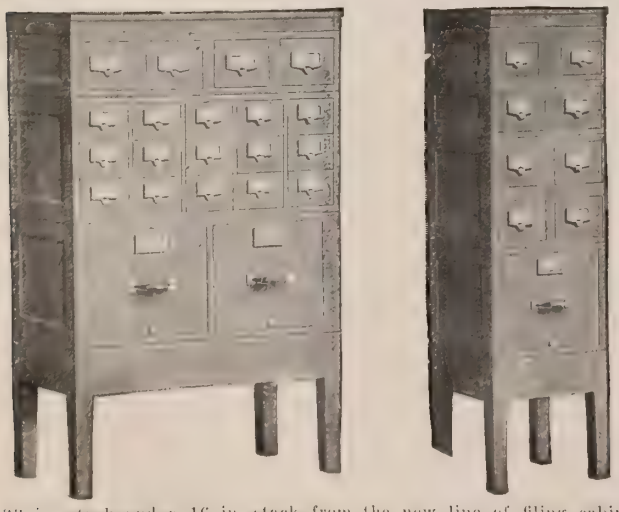
The feature of the exhibit of the Stratford Mfg. Co. was the extensive line of folding screens which surrounded the whole exhibition room. These were filled with beaver board and were covered with wall paprs, denims, burlap, cretonne and chintz.

A new line with this company this year was an extensive line of pedestals, card tables, smokers' stands, book racks, and library tables. Other lines included ladies' secretaries, costumiers, umbrella stands, sewing baskets, waste baskets, etc. The library tables were fumed or golden oak and were made with three drawers and either stationary or adjustable bock rocks.

Camping and garden sets were shown and included garden and camp furniture, umbrellas, shelters and tents, garden seats, camp cots and stools.

Children sets included children's play guards, baby walkers, reed baby carriages, verandah gates, children's desks, tables and chairs.

Household equipment included ironing boards, baking and bread boards, step and extension ladders, step ladder stools, and bath stool.



A 33 in. stack and a 16 in. stack from the new line of filing cabinets shown for the first time this year by the Globe Wernicke Co. Ltd., of Stratford

Pepplar Bros., Hanover.

Peppler Bros., of Hanover, had on display a new Louis XV. bedroom suite in ivory enamel finish trimmed with gold which was particularly striking. The suite included twin beds with bow ends and an elaborate vanity dresser with stool.

A new Queen Anne suite was of solid walnut with a bow end bed and a fifty-inch dresser with a centre drawer in the vanity dresser.

A Louis XVI. suite was made in walnut and had chiffonette and bow end beds.

In dining room suites there were a Queen Anne with square table and one in Louis design with oak finish.

The Globe Wernicke Co., Limited.

In addition to the excellent standard lines of the Globe Wernicke Co. they had some new lines of filing cabinets ready for this year's show. There was a splendid showing of office desks and office tables.

A new line of filing cabinets was fitted in like blocks. For instance, two half sections, either vertical or horizontal, will take up the space of a whole section and may be built onto a whole section; or four quarter sections make up a whole section and may replace a whole section or be built in as one.

Another new line is the couple-up index cabinet. This cabinet works as follows: There are two parts, A and B. The A part has a finished top and a recessed bottom. Part B has an extension top to fit into the recess of A. Any number of these may be used as the extension on the top will also fit the recess on the bottom of another B section. Thus a large index file may be built up on the instalment plan, a section being added as required.

An extensive display of bookcases was made. There are nine styles in five different woods, fumed or golden oak, walnut, imitation walnut, imitation mahogany, real mahogany. These were made in six different finishes.

A complete new line of desks in many styles and sizes made a comprehensive display of office furniture.

GENDRON CO.'S ROUND TABLE DISCUSSION

The first (of what will from now on be an annual event) general meeting of the officers and sales staff of the Gendron Mfg. Co., Toronto, was held at the offices of the company on Friday evening, January 14. The meeting partook of a round table discussion on the needs and deeds of the members of the company. Mr. Foget, sales manager, presided, and in attendance were Messrs. Dusseau, Rochereau, Archambault, Dusseau, Jr., and Brady from head office, and all the boys on the road from coast to coast. A literary debate between the office men and sales staff resulted in the salesmen winning (so they say) and they have adopted as a slogan for this year, "Wait until August 1st; we will surprise the world."

NEED OF A PURE BEDDING LAW

THAT a pure bedding law is necessary in this country, and particularly in this Province of Ontario, has been spoken of and emphasized before.

Up to now we have been distracted with the war and its aftermath, the period of reconstruction. One of the matters of reconstruction should be the health and welfare of our people. And if this is to be taken up, the importance of pure bedding ought to be particularly emphasized.

We spend one-third of our lifetime in bed, but beyond knowing that a mattress is soft or hard, the great majority of us do not know of what the mattress is composed.

We buy a mattress from a first-class house, see the covering, ask the price, but don't know whether there are inferior fillings in it or not—and seemingly don't care—because we cannot see the filling.

We have been told that manufacturers who guard against impure fillings and who are particular to label their mattresses find difficulty in selling their lines, even to the high-grade dealers, because in the matter of price competitive lines filled with "near" kapok or "near" cotton" are quoted below the prices of the guaranteed lines.

The "nearest" some of the filling of unnamed mattresses comes to kapok or cotton is that the unknown filling may have stood "near" the bales of kapok or cotton, or have been run through a picking machine.

And what is the remedy? Every mattress that is sold should have a label guaranteeing its quality, noting its contents, and giving the name of the manufacturer. Any mattress maker who puts on sale mattresses that do not come up to the label standard should be prosecuted. Here is work for our health authorities, our furniture members of parliament, and all the rest of us who are interested in good furniture selling.

BUY CANADIAN-MADE GOODS

For the year ending November, 1920, Canadians imported goods valued at $1,345,582,300, as against $920,082,927 for the previous year, an increase of purchases from other countries amounting to $425,499,073. On the total, $927,564,711 worth, or over 68 per cent., came from the United States. On those imports Canadians paid exchange reaching as high as 17¼ per cent.

If Canadians united in a resolve to buy Canadian-made goods as far as possible, instead of imported goods, most of the problems of trade depression and unemployment would be quickly solved.

B. C. LUMBER PROSPECTS BRIGHT

The coast lumber trade has good prospects, but business is slow for the time being. It is felt that the early months of 1921 will bring an active demand for B. C. lumber. Those who look into the future point out that B. C. timber will be in great demand a few years hence, for it is estimated that southern pine areas in the States will be exhausted within the next ten years and operators are already turning their attention to British Columbia.

CLEOPATRA



No. 41200, Cleopatra, by Maxfield Parrish, a colored art print in polychrome frame. The colors, blue and brown antique, with burnish, harmonize beautifully with the tones of the picture. This is one of the many good items in our line of art framed pictures now on display in our road samples.

Also showing a splendid selection of new patterns and finishes in mouldings.

Phillips Manufacturing Company, Limited

258-326 Carlaw Ave. - Toronto, Ont.

BOOST "BUY A PIECE OF FURNITURE"

SOME few years ago—in the early days of the war, when business was flat—Canadian Furniture World helped inaugurate a "Buy-a-piece-of-Furniture" campaign, similar to campaigns being conducted in other lines of business. The object being to induce sales of furniture and so tide over a rather slow period.

To-day we are passing through a reconstruction stage in which business is pretty much as it was during the first year of the war, except that then we were entering abnormal conditions, and to-day we are getting back to normal.

The normal days are just ahead—this spring should see the turn—and we might bring them closer if we one and all who are interested in furniture would ourselves start the ball rolling by buying a piece of furniture. Suppose every furniture manufacturer, employee, traveller, dealer and trade newspaper man would this week buy a piece of furniture for his home or office, would it start something? Well, rather. Then let us do it and see the result. When we have bought ourselves then it would be less difficult to induce customers to buy whether in town or country.

First of all Canada is a farming country, and our best customers should be the farmers of Canada. It is estimated that there are 800,000 farm households in Canada. Taken as a whole, our farmers are the most prosperous class of Canadians. The war enhanced the price of every bushel of grain, every vegetable and every animal which they had to sell, while it decreased the normal trade of their partners, the manufacturer and his workmen.

The home market is the most valuable one the farmer has or can obtain. Should unemployment set in for the urban industries and continue for any length of time, farm prices would drop, since their best customers would have lost their purchasing power.

The need of the day in Canada is a realization that Canadians are members of a large family. When one suffers, all suffer. Much can be done through co-operation, by having the big brother loosen his purse strings and buy the articles he needs for his home and family. Were every farm house in the Dominion to spend $25 on a piece of furniture, or on some other necessity, it would put $20,000,000 immediately into circulation.

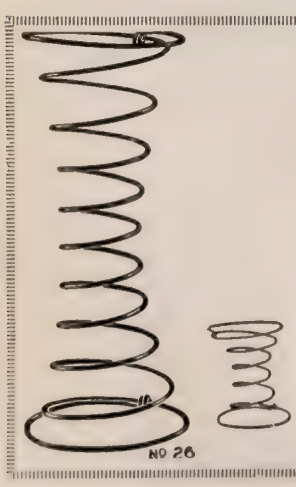
The furniture industry was hit perhaps harder than any other branch of the country's business during the war period. At present, according to the statement made by Mr. Shaw at the furniture dinner the other evening, Canada spends per capita on furniture $10 or $12, the same amount per capita that the country spends on chewing gum. Suppose we try to raise that another $10. It would mean from the farmers of Canada alone orders for $8,000,000 worth of furniture, sufficient to employ 8,000 cabinetmakers for eight months.

Were the situation placed in a proper light there are many others besides farmers who would buy a piece of furniture. The Home Furnishings Bureau would help with their advertising campaign.

There is not a housewife in the Dominion who would not like another piece of furniture in her home. Suggest it to them in your publicity, and see how many will buy that long-desired piece of furniture for the diningroom, livingroom or bedroom.

Government trade reports state that our importations of furniture runs into the millions. A "Buy-a-Piece-of-Furniture" campaign would not only sell a lot of furniture, but would so advertise the Canadian-made product that our own furniture sales would be increased for years to come.

There is more money in Canada to-day than ever before. It can be brought out into your store by the right kind of appeal. Try this "Buy-a-piece-of-Furniture" slogan, and start it off by buying a piece yourself.



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

James Steele, Limited

Guelph, Canada

U. S. FURNITURE PRICES DROP

The Grand Rapids furniture factories reduced their prices on old and new patterns 15 per cent. at the beginning of the year and guaranteed the prices until June 1. This follows the resolution passed at the December meeting of the National Council of Furniture Associations held in Washington, D.C., which recommended that furniture manufacturers establish values based on replacement costs, including a fair consideration for labor.

The Monitor Stove Co., Ltd., Toronto, has been incorporated with a capital of $50,000.

The trade name of Greens, Hamilton, Ltd., has been changed to Greens of Hamilton, Ltd.

The Andrew Malcolm Furniture Co. Ltd., has increased its capital from $100,000 to $300,000.

W. E. Bayeroft has sold his furniture and undertaking business at Beeton, Ont., to W. E. Kearns.

A. H. Swarts, furniture dealer and undertaker at Brockville, Ont., for the last 35 years, died of heart disease on the last day of January.

A fierce blaze in the Knechtel Furniture Factory, at Hanover, Ont., the other day, threatened the complete destruction of the plant, but prompt action by the factory fire department confined the damage to one section and kept the financial loss down to about $10,000.

DISPLAY OF CARRIAGES, CRIBS AND CRADLES

Out at the factory warerooms of the Gem Crib and Cradle Co. at Kitchener, a showing was made of their line of children's cribs, cradles, baby walkers, wheeled bassinettes, wardrobes, workstands, verandah and work tables, high chairs, children's rockers and chairs, bath chairs and folding gates. White enamel finish was on the wicker work and mahogany and oak on the wood.

Samples of the C. H. Hartshorn line of children's carriages was also shown in connection with this display, all the new season's models being exhibited.

The Ontario Woodworking Co.'s toy line was as well shown. Tricycles, rocking horses, duck rockers, baby and doll carriages and sleighs, children's wheel chairs, baby cars, toy horses and wagons and other similar goods are embraced in this line.

COUCHES AND CHAIRS

The Comfort Mfg. Co. made a display of their upholstered line at their factory showrooms, 645 King street west, Toronto. A special inspection invitation was given dealers to see the line of imitation leather couches and chairs which this company is putting out, and the response was gratifying. The frame construction of the company's couches is very fine and shows superior workmanship.

REBUILT IRON BEDS

The Oxford Bed Co. made a showing of their iron bed line at their factory, 7 Awde St., Toronto. The company manufacture rebuilt iron beds, equal, it is said, to any iron beds made in Canada. The displays while not very large, made a favorable impression on all who called to see the exhibit.

FURNITURE EMPLOYEES FORM BOOSTER CLUB

The employees of the Adams Furniture Co., Toronto, have formed an organization for the whole-hearted and cheerful co-operation of every member of the staff, from the general manager to the office boy, to work for the continued betterment of the establishment and its service to the homes of Toronto and roundabout. President Robt. S. Coryell, with his enthusiastic staff of department managers, made the organization meeting bristle with optimism and bespoke the utmost faith in the future, and every booster in the new band is filled with a determination to do or die that augurs well for the future of the company.

"Push, Pluck and Progress" is the motto that is to carry the new Adams Booster Club to victory over the imaginary hard times period that is temporarily befogging the minds of the habitual pessimist.

VICTORIAVILLE OPENING TORONTO WAREHOUSE

The Victoriaville Furniture Co. are opening a Toronto warehouse on Vine street, West Toronto. Alf. Roberts is this company's representative in Ontario. Mr. Allain is expected to visit Toronto shortly.

Andrew Malcolm, vice-president of the Andrew Malcolm Furniture Co., Ltd., Listowel, Ont., was elected mayor of his town at the recent civic elections.



Shaft 605. Shade 1-0-20.

Baetz Bros. Specialty Co., Limited
Kitchener, Ontario

Makers of

Portable Electric Lamps
Silk and Parchment Shades

ASSOCIATED WITH

Baetz Bros., Furniture Co., Limited
Living Room Furniture

Anthes-Baetz Furniture Co., Limited
Chamber and Dining Room Furniture

FURNITURE MEN AS CIVIC RULERS

The recent municipal elections in Ontario cities and towns resulted in some of our furniture men being elected to office.

Chas. Baetz, of Baetz Bros. Furniture Co., Kitchener, was re-elected alderman for 1921. Charlie stood second on the list.

H. R. Magwood, of the F. E. Coombe Furniture Co., Kincardine, headed the poll as councillor for 1921. This is Mr. Magwood's second term.

J. W. Heiserman, of the Chesley Furniture Co., was elected reeve of his town (Chesley), and W. E. Durst of the same firm, and W. P. Krug of Krug Bros. Co. were returned as councillors.

R. M. A. START WELFARE FUND

The Retail Merchants' Association of Canada, following a resolution passed at the Dominion Board Convention last summer, decided to inaugurate a legislative and welfare fund of $100,000, which is to be held in trust and used exclusively in the interests of all sections of retail trade. The campaign will be commenced in Ontario and a very representative committee has been formed in Toronto. That city's quota is $15,000. The committee is under the chairmanship of R. S. Coryell, of Adams Furniture Company.

U. S. FURNITURE RETAILERS CONVENE

The Retail Furniture Association of the United States held its second semi-annual convention in the Congress Hotel, Chicago, on January 12. President Young addressed the delegates from the different parts of the country. J. A. Gilmore of the executive committee briefly summarized the work accomplished by the association since its last meeting there, June 29, 1920. Hon. Jesse C. Adkins, a Washington attorney, also spoke, and the income tax, as it relates to furniture dealers was discussed. The second day of the convention was taken up in discussing various subjects of vital interest to the furniture trade, including credits and advertising.

EASTERN ONTARIO RETAILERS MEET

Upwards of two hundred delegates attended the third annual convention of the Eastern Ontario and Ottawa District section of the Retail Merchants' Association of Canada, held at Victoria Hall, Brockville, on January 11 and 12. Many important questions bearing on the retail trade were dealt with, including a discussion on the form of taxation likely to succeed the abolition of the luxury tax. The convention unanimously endorsed the proposal of the Dominion Board that whatever tax is decided upon it should be imposed either at the point of importation or manufacture and that it be absorbed in the cost of goods quoted to the retailer and so collected as all other revenue is. The convention endorsed daylight saving, condemned false advertising and took steps to prosecute those who violate this law and set in motion machinery to aid manufacturers' sales in retail stores.

A feature of the convention was the address by the Minister of Finance, Sir Henry Drayton.

The report of the treasurer, T. W. Collins, showed a surplus of $610.03.

Fire damaged the Larose mattress factory at Hull, Que., recently.

Harris & Barry, Ltd., Ottawa, have increased the capital of their business.

The Restmore Mfg. Co., Ltd., Vancouver, are now making high-class furniture from the hardwoods of British Columbia.

D. A. Johnston, for twenty years with the Adams Furniture Co., Toronto, the last eighteen of which he had been office manager, died at his home on Jan. 29. He leaves his widow.

Morlock Bros., Hanover, Ont., have sent out their travellers in these territories: Mr. White in the West; Mr. Morlock at the coast; Mr. Muller in Eastern Ontario, and Mr. Reeve in Western Ontario.

Stan. S. Russell, of Acton, Ont., has purchased Fred. W. Wood's retail furniture and undertaking business at Erin, Ont., and has already entered into possession. Mr. Russell intends building up a big furniture business, and those who know Stan. think he will succeed. He has our best wishes.



No. 2042—Library Table shown at Toronto by the F. E. Coombe Furniture Co., Ltd., of Kincardine



No. 829
Made in Birch, Mahogany, or Chrome—Walnut finish

The Windsor Chair was never more popular than at present.

It combines grace and design with comfort, strength, and comparatively low cost.

We make other designs in Oak and Birch with solid wood or upholstered seats.

If you handle office chairs do not overlook the new lines shown in our latest catalogue.

Every Chair is made of solid quartered oak and of sure selling pattern.



No. 65—Office Tilter

The Owen Sound Chair
COMPANY, LIMITED

Owen Sound - Ontario



2040 R

Living Room Chairs

The rocker illustrated pictures the style effects of our line of Living Room Rockers and Chairs. Made from Canadian Birch, they can be had in either Walnut or Mahogany finish. Their smart refined appearance can be relied upon to steadily attract a large volume of business. In material, design and finish they are of a quality which, when price is considered, means exceptional value.

North American Bent Chair Company, Limited

OWEN SOUND - ONTARIO

MARSHALDOWN *and* MARSHALFELT

Built of layers of soft, fluffy felt—

A row of soft, downy springs arranged along the edges—

Cannot become hard or lumpy.

The Marshall Ventilated Mattress Co., Limited

TORONTO - WINNIPEG



GOLD MEDAL SALES CONVENTION

The sales convention of the staff of the Gold Medal Furniture Mfg. Co., Ltd., held from the 5th to the 8th of January, was commemorative of the thirtieth anniversary of the firm. So successful was it that it is to be an annual function in future.

Some 25 representatives were present, coming from the Atlantic to Pacific coasts. The program consisted of a day at the plant, a day at Uxbridge, where all manufacturing processes were inspected, and a two-day board meeting at Toronto, at which all present expressed views regarding designs and the general construction of the Gold Medal line.

Group of salesmen attending the staff convention of the Gold Medal Furniture Co., Ltd., taken outside Toronto office.



Advertising and salesmanship were also discussed, as were various policies. Constructive criticism was invited and expressed. So beneficial were the general meetings that a descriptive booklet is being gotten out by the company in the shape of minutes of the convention for distribution among all the members of the staff.

On the evening of the last convention day a banquet was tendered the gathering at the St. Charles, followed by a theatre party at Shea's. So pleased were the boys from out of town that they enchored every member on the program, lengthening out the performance thirty minutes longer than usual.

Among the newer members of the staff present were N. B. McMurtry; C. A. McMurtry; J. Stagles, Quebec; Lionel Roberge, Quebec, and Fred Hall, from the Eastern Provinces.

BEAUTIFUL FURNITURE CATALOGUE

The North American Furniture Co., Ltd., and The Owen Sound Chair Co., Ltd., of Owen Sound, Ont., have issued a new joint catalogue (No. 18) covering the range of their extensive lines of medium and high grade diningroom, bedroom, hall and library furniture and chairs for 1921. As expressed by the catalogue the companies' policy is "to satisfy patrons and produce the best class of furniture and chairs possible for the money," and judging by the illustrations in this catalogue this policy is adhered to.

In diningroom suites period styles predominate—William and Mary, Queen Anne, Sheraton, Mission, Louis XVI. and Italian; and these are made of all standard woods and in all finishes. In bedroom suites these periods are also prominent, with Adam and Georgian added. The illustrations bring out the various lines beautifully.

Besides these, sections are devoted to describing Ariel wood beds, library furniture, bookcases, floor and table lamps, costumers, livingroom furniture, and chairs for every room in the house. There are some 100 pages in the catalogue, beautifully printed and bound in green and gold cover, and is worth reading and filing by every Canadian furniture dealer.

The negotiations for the consolidation of the Furniture Dealers' Association of the United States and the National Home Furnishers' Association have been unsuccessful.



THE FLORENTINE STATUARY CO.

275-281 King Street East, Toronto

Extend to the Furniture dealers of Canada sincere thanks for the special attention and numerous orders given to their salesmen at the Furniture Exhibition held in Toronto in January. Orders for Statuary, Electric Lamps, Lamp Shades, Candle Sticks, Book Ends, Flower Boxes and Vases, given to our travelling salesmen, mailed to our address, or personally purchased in our showrooms will receive prompt service.

Illustrated Catalogues and Price Lists mailed to dealers on request.

OUTLOOK *for Canadian* FURNITURE INDUSTRY

Interview with several representative furniture men by staff editor of Canadian Furniture World

THAT the Canadian furniture business is due for a great development is the opinion of many manufacturers and retailers. Below are the opinions of some manufacturers on future styles, prices and business tendencies.

Mr. J. H. Baetz was found in Exhibition Room at the Anthes factory at Kitchener, but in the midst of the rush he had time to give an idea of the outlook for the coming year as to business and design. Pointing to some very exquisite suites of the Italian Renaissance he said: "The Renaissance will be very popular for the next four or five years. It is more refined than the mission, and illustrates the trend of design. Canadian furniture is being better finished, and more attention is being given to finesse of detail.

"A great development is coming in the furniture industry. One of the good features is that when that



MR. J. H. BAETZ, Kitchener

time comes, and I hope it is not far distant, people will be attracted to the industry because of the opportunities it offers both for workmen, salesmen and dealers.

"The development will not be confined to the furniture industry alone but to the allied trades, until it finally reaches all the trades which have to do with better home furnishings. Perhaps it is an ideal, but the trend is in that direction.

"We have taken a big step in our factory and are developing our own designs. It will be noted that the wood work is fancier but the covers are plainer. The effect is very pleasing and dealers have approved of the designs we are producing in a most substantial way.

"In our designing we should have the close co-operation of the covering manufacturers, so that proper coverings may be obtained for period furniture. To complete the detail and be able to design and outfit homes we need the co-operation of the carpet and drapery men, the wall-paper manufacturers and makers of such lines as electrical goods, stoves, etc., until we finally have all the house furnishing trades co-operating in the making of better homes.

"Coupled with this development people will have to be educated to the need of better furniture and the selection of furniture of suitable design. The development in all the various lines and the education of the consumer should be carried on together. A start has been made in furniture, developing distinctive Canadian designs. It is unnecessary for us to go elsewhere to get our ideas. These can be developed within our own factories. With designs that will give an air of cheerfulness and comfort, there should be no hesitancy on the part of the dealers ordering their stock, as the people will appreciate it as the best obtainable.

"Coupled with that I might also mention that furniture is cheaper now than it will be in the near future. Wages will not decrease. Wood is growing scarcer. Freight rates have changed, but always in one direction—upwards. It is true that furniture manufacturers have reduced prices in some lines, but this can be but temporary in the furniture business, as eventually the price must be higher. Even then prices will compare favorably both as to workmanship, finish and price with the furniture made in any other country."

Mr. Baetz coucluded by pointing out how lamps, silk shaded or of hand-painted mica shades may be made to blend perfectly with other furnishings. There is a big opportunity for the dealer in handling these shades and they will be very popular during the coming year.

Mr. Snyder on the Outlook.

Beginning with the anncuncement that there had been a reduction of price on some lines of furniture, Mr. Snyder showed why trade should pick up during the coming months. The reason for the price drop is principally that tapestries have dropped, or at least the furniture manufacturers have had other markets opened to them, and the public have been given the benefit of the better buying.

A suggestion was then given as to how things can be livened up. Manufacturers bought materials at high prices but seeing that they will be able to secure at least slightly lower quotations for renewal of their raw materials, are taking a temporary loss, thus helping to make a reasonable reduction in the retail price of furniture. The public can now buy furniture at this reasonable price. They can be assured that the existing prices will be stable for some time to come.

Being congratulated on the arrangement of the display, Mr. Snyder stated that the setting of a display, whether at the factory or in the store, helps to sell goods. The dealer should be educated as to how goods should be shown. Furniture should be displayed to show off the fine points and an attempt has been made in this display with the educational idea in view.

The grouping of furniture properly is an education

to the public and stimulates the selling of suites instead of individual pieces.

Some dealers do not know the buying power of their locality. They wondered why Mrs. —— goes to the big stores in the city to buy furnishings for her new home. It is because the dealer never displayed any high class furniture and, if he did, it was not arranged to show up to advantage.

Farmers have money and buy just as good and as much furniture as the city man when they are educated. The trouble is, however, that the average dealer neglects them. The dealer should study his locality and take an active part in educating the people to better homes and better furnishings.

As to the trend in design, the living room furniture is more along show lines than that of recent years. Greater attention is being given to details and smaller things connected with home furnishings and these add greatly to the appearance and comfort of the home.

Values Have Reached Bottom.

"Jim" Malcolm, of the Andrew Malcolm Furniture Co., believes that education will do much for the furniture trade. Along with other reductions, glass has



MR. JAMES MALCOLM, Kincardine

dropped 10 per cent. and values have reached bottom. He cited the instance of gum, and thought that the people should spend at least as much for furniture as for chewing gum.

Mr. Cook on the Outlook.

Mr. Cook, of the McLagan Furniture Co., is of the opinion that business is now healthier than a year or two ago, when dealers were booking orders for what was really fictitious business. When the furniture failed to move cancellations became common. Now retailers are ordering oftener though not so heavy. It is a good thing to have these regular orders, as they place the whole furniture business on a better basis and assure a steadiness of output for the factories.

Prices were dropped a short time ago but will be permanent for some months. Certain materials are now available at a lower price and dealers have been given the benefit. Workmen have not been asked to accept any reduction in wages in their factory so far, and from present indications none will be necessary.

Salesmen must learn once more to sell, but they as well as the retailers and manufacturers may be optimistic for orders will come and the growth will be steady and sure.

KNOBS *of* NEWS

The Ideal Art Mfg. Reed Co., Montreal, has been registered.

Guelph, Ont., merchants held a successful "Dollar Day" on January 13 last.

Ryan & Hughes, Ltd., Toronto, have been registered with a capital of $100,000.

The Dowling Mfg. Co., of Vancouver, are now making bedroom and kitchen furniture of British Columbia fir.

The G. W. Robinson Co., Ltd., Hamilton, Ont., recently celebrated its 21st anniversary by holding a special sale for 21 days.

The annual meeting of the American Walnut Manufacturers' Association was held at the offices of the association, 616 S. Michigan boulevard, Chicago, Thursday, January 20.

The Berliner Gramophone Co., Montreal, recently erected a beautiful memorial tablet on the side of their new plant, as a tribute to the men who left their employ to don the King's uniform.

The Niagara Glass Co., Ltd., St. Catharines, Ont., has been incorporated with a capital of $40,000, to manufacture and deal in mirrors, plate and sheet glass of every kind. Edward and Albert Slater of Waterdown, Ont., are interested.

To alleviate the financial situation the government of Salvador have since Jan. 1 prohibited the importation of a number of luxuries and essentials. The prohibited articles include, among other goods, wooden and wicker furniture.

Arrangements have been made with a Canadian fire insurance company by the Retail Merchants' Association of Canada whereby its members will be able to get their fire insurance at cost, and will also receive the benefit of a 30 per cent. dividend.

The National Association of Upholstered Furniture Manufacturers, of the United States, whose offices are located at 110 South Dearborn Street, Chicago, have instituted an open shop campaign for "The American Plan," as it is termed. Mr. Maltby, the secretary of the association, states that 97 per cent. of their membership are now running open shop.

The Waterville Veneer & Panel Co. have acquired the factory formerly owned by George Gale & Sons at Waterville, Que., which is being remodelled to suit the requirements of the purchasers. The company expect to be ready for operation about March 1st with a force of 150 hands. They will manufacture all Canadian hardwood single ply veneer, such as birch, maple, basswood, beech, elm and ash. The plant will have a capacity of one carload of single-ply veneer and 20,000 feet of panels per day. The directors of the new concern are all Montreal men. J. H. Sherrard is president, H. Lefeber, vice-president and general manager, and A. Conway, secretary-treasurer. R. Bradshaw and E. G. Donegani are also on the board. The company's authorized capital is $500,000, fully paid up with a liability of outstanding bonds to the amount of $155,500.

TORONTO EXHIBITORS *Banquet* RETAILERS

Splendid entertainment given Retail Furniture Dealers—Bountiful spread—Many speeches

THE banquet and entertainment tendered to the visiting retail furniture dealers by the manufacturers exhibiting at Toronto at the King Edward Hotel, on the evening of Friday, Jan. 14, was a decided success and reflects great credit on the entertainment committee, Messrs. G. A. Greutzner, chairman, H. O. Bell, F. E. Coombe, J. Malcolm, G. W. Gibbard and G. Hughes.

Every seat in the banquet hall was filled and full justice was done the good things provided.

When the menu was finished, chairman James Acton called for the toasts, introducing the various speakers in a humorous manner. "The King" was duly honored and then "Presiding Elder" F. E. Coombe welcomed the guests. In the absence of Mayor Tommy Church he extended the freedom of the city. He welcomed the visitors from the maritime Provinces whose shores were bathed by the Atlantic; those from Quebec, who could bathe both internally and externally; the Ontario dealers, who could spend their week-ends in Montreal; Manitoba, the first grain province, whose citizens now spent a week's shooting in Ontario; Alberta, whose dealers did not have to spend week-ends —a little cough would do; and the Rocky Mountainer from British Columbia, who had decided to throw in their lot with Quebec.

Guy Luke in responding with "Gospel by St. Luke," never before realized how important the retailers were. He thanked the manufacturers for their many courtesies of the past, and spoke of the difficulties confronting both manufacturers and retailers. He believed in handing out bouquets while the patient was alive, and that is why he thought the furniture manufacturers the strongest, biggest and best association in Ontario.

We had just passed through a great crisis, but were going out into the bright sunshine. He could see a little gloom, though, still on the faces of some exhibitors because of lack of orders, but the sun would come out to-morrow and he hoped it would shine all through 1921.

T. E. Simpson, M.P., Sault Ste. Marie, thought this the best get-together gathering he had ever attended. He thought there were too many retailers going about with a chip on their shoulders. He agreed with Mr. Luke that no country was so well prepared to go through the period of reconstruction as was Canada. There was a bright sun shining and a bright future ahead for this great country with its unbounded resources. There is no room for "classes" in this country. What we want is co-operation—a united people, as were our boys overseas, and then there would be no room for pessimists in this Dominion.

Clarence Coryell took the reply for Robert Coryell

Serenely full, the epicure would say,
Fate cannot harm me, I have dined to-day.
—Drummer.

Programme

Chairman, James Acton, Esq.

Toast
HIS MAJESTY THE KING

Song . . . . . Frank Oldfield
Hawaiian Specialty . . . . . Ben Hokea
Song . . . . . Harry Bennett

Toast
OUR GUESTS THE RETAILERS

Proposed by . . . . Short Speech . . . . . F. E. Coombe
Response . . . . Shorter Speech . . . . G. O. Luke
Response . . . Much Shorter Speech . . . Robert Coryell

Song . . . . . Frank Oldfield
Hawaiian Specialty Specialty . . . . . Ben Hokea
Song . . . . . Harry Bennett

Toast
THE MANUFACTURERS

Proposed by . . . Very Much Shorter Speech . . . Joseph Dale
Response . . . Say It With Flowers . . . John R. Shaw
Response . . . . Figure It Quick . . . . . James Ferguson

Song . . . . . Frank Oldfield
Hawaiian Specialty . . . . . Ben Hokea
Song . . . . . Harry Bennett

Toast
THE HOME FURNISHINGS BUREAU

Proposed by . . . . Few Words . . . . H. P. Sullivan
Response . . . . . Less Bull. . . . . William Cawkell

GOD SAVE THE KING

Lyrics by Clarence Cory-yell
and the 2 Bards—Gib and Gil.

Eat and be merry to-night, for to-morrow we work.
—Old Bill.

Menu

FRUIT COCKTAIL AU CRAMPS
QUEEN ANNE OLIVES

WATER STAIN SOUP, TOMATOED

DRY KILL'D LAKE TROUT, SHELLAC SAUCE
FUMED POTATOES

ROAST ANTIQUE TURKEY, KAPOK FILLING
MAHOGANY KNOB SAUCE
LOUIS QUINZE POTATOES
RENAISSANCE STRING BEANS

LETTUCE SALAD, SATIN FINISH

FROZEN NEAPOLITAN CREAM
IN SEPARATE CRATES
COMPO CAKES
MAHOGANIZED COFFEE
ADAM'S ALE, REPUTED QUARTS
WALNUT VENEERED CIGARS

Turpentine substitute will be served, as the wine
is Cawk Hell'd at Queen's Park

He made a witty speech telling of the features of Toronto as a health resort. He hoped all would go home from this gathering better equipped for business, knowing that there have been no hard times.

J. S. McKinnon, president of the C.M.A., was glad to be present with the furniture men. He thought well of co-operation, speaking highly of the people and province of Quebec. He told a story of an echo which emphasized his point, how the echo repeated the words and tone of the voice of the speaker. In quoting the trade returns for last year he noted that $2,000,000 of furniture was imported into Canada, and he wondered how much of that could have been made in Canada and so keep our factories going. "If Canadians stand shoulder to shoulder during the next few months as they had during the past few years, the standing of this country is established," he concluded.

Joe Dale in introducing the toast to "the manufacturers," let his memory wander back to the days when he broke into the furniture game, when C. S. Coryell gave his a job at $2.50 a week, and when there were around, Dan Knechtel, Tom Bell, Andrew Malcolm, Simon Snider and all that great band of pioneer furniture manufacturers. We retailers appreciate the co-operation the manufacturers are giving us with all our hearts. They are made of the same kind of stuff as our boys who went overseas, and it was the duty of every retail furniture dealer to "keep the home fires burning" by spending every dollar he could in Canada.

John R. Shaw responding said manufacturers are not at present in a particularly happy position, many factories being closed because of accumulated stocks. He spoke on behalf of the employees. "Skilled workmen on furniture had not been adequately paid," he said; "at least not in comparison with other great staple trades. It is the desire of the furniture manufacturer that this condition be changed and the trade become sufficiently attractive, from the monetary standpoint, to enlist the service of the best men. Consequently wages, for the present at least, have not been reduced."

For this reason, and also because lumber, our chief raw material, is getting dearer and scarcer every year, furniture can never again be as cheap as it has been. At present the scarcity of houses militates against sales of furniture, but great numbers of people want reasonable house accommodation and naturally these homes have to be furnished, consequently the future is bright for the trade. There is every indication of a revival of business by April, and a dead certainty of a revival by mid-summer.

The furniture trade was a beautiful trade—beautiful in art, and beautiful in helping to beautify the home. Manufacturers were resolved to help the retailer in the work of educating our people in beautifying the home. At present we are spending $10 or $12 per capita on furniture, exactly the amount per capita we spend on chewing gum.

Mr. Shaw sounded the principles of "Modern Commerce" when he recognized the fallacy of competition and the virtue of co-operation. He explained that the time has passed when competition was the life of trade. The axiom applied no longer; the way of greater achievement lies through co-operation in all departments of industry—manufacturers, retailers, labor and capital together.

James Ferguson in looking over various reviews concerning industry, prices and business generally, noticed that all told that the turn towards the upward climb has come, and he believed the future is big with promise. The point of view we want to-day is the view along which we want to proceed. At present some manufacturers are working at a loss; and appear to be playing the roll of philanthropist.

He instanced the story of a bee extracting honey from a thistle, extracting "sweetness out of bitterness," and he believed that we should at present try to extract the money of business success from the prickly times through which we are passing.

H. P. Sullivan, Montreal, proposed the toast to "The Home Furnishings Bureau." He congratulated the Bureau on its work and pointed out some suggestions. He believed the public had not been properly educated to see the real value in furniture, instancing the ease with which a $350 phonograph was sold, and the difficulty in selling a $500 diningroom or livingroom suite.

Mr. Sullivan thought the Bureau should in their publicity tell the public why furniture is at present prices. $500 for a suite is surely a better investment than $500 in a ring. He believed, too, that dealers should make a real effort to link up with the Bureau.

Wm. Cawkell in responding said the Bureau were glad to get the suggestions offered by Mr. Sullivan. He then gave a resume of the organization of the Bureau, and its work so far done. The plans for the future were touched on, and he hoped to see closer co-operation between the dealer and Bureau during 1921.

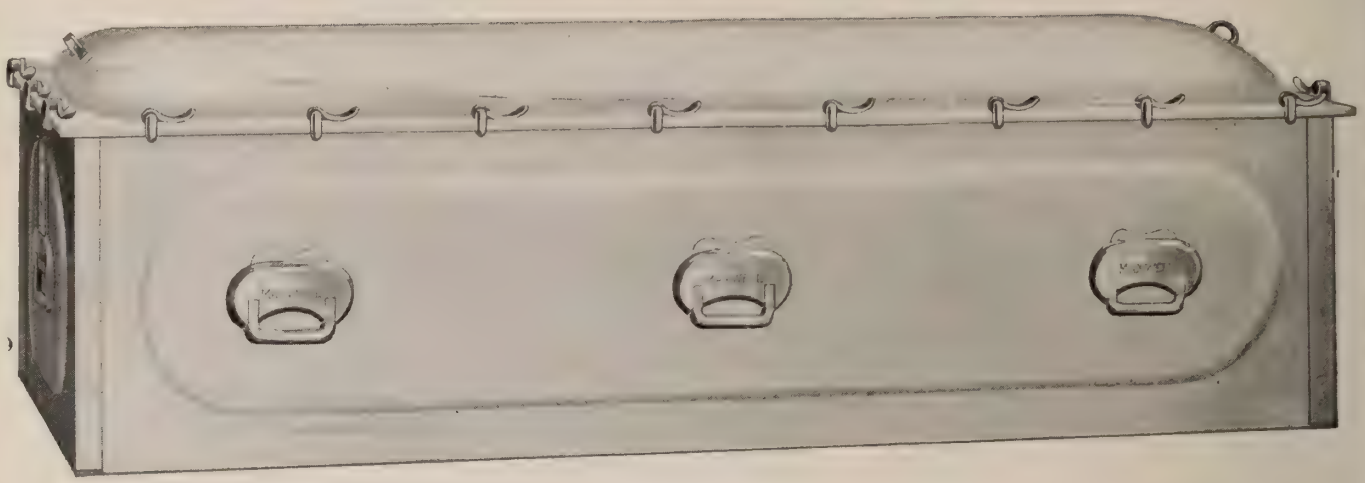
TO CONSERVE THE FORESTS

The Association of Wood Using Industries has been organized in the United States. It is a federation of established wood using associations formed to declare a lumber conservation program. $1,000,000 a year will be appropriated to enable the U. S. Government to co-operate with the various States in carrying out their forest policies.



A new and striking design shown by The Snyder Bros. Upholstering Co. Ltd. at their exhibit at Waterloo

THE MAXWELL
Sanitary Copper-Alloy Vault



Manufactured Exclusively of Copper-Bearing Steel
The Most Rust-Resistant Steel or Iron

Known to the Art.

Its Superiority is Now Generally Acknowledged

Even by those not making exclusive use of the material.

MAKE NO MISTAKE

Handle and sell the goods you can depend upon.
The Maxwell Vault has never failed you.

Its Quality is Always Maintained Regardless of Expense

Carried in stock by all leading jobbers.

ASK FOR PRICES

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

CAN EMBALMING BE SAVED? IS EMBALMING WORTH SAVING?

Written for Canadian Furniture World and The Undertaker
By HOWARD S. ECKELS

THE series of articles of which this is the first has a single subject and a single purpose.

My subject is an exposition and interpretation of the fundamental principles upon which arterial embalming is founded.

My purpose is to make these principles more familiar to a generation which is quite apt to overlook them and to enlist in their support and practice those who may have been tempted to listen to the blandishments of some who are either openly or covertly assailing the very foundations which underlie the art of embalming.

Embalming is at a critical stage of its career. It can be saved only by the undertakers and embalmers themselves—if, indeed, it be worth saving.

Twice embalming has been relegated to the Lost Arts and thrice risen to ever higher standards. Who can say whether its previous falls were caused by outside enemies or whether then as now traitors in its own ranks, for private gain, became shifty opportunists, superficial in thought and irresponsible in statement.

It is to open the consideration of these points that these articles are prepared.

Knowledge of things as they ARE is the best defense against things as they should NOT be.

My work has been largely influenced by some recent addresses of Nicholas Murray Butler, to the inspiration of whose clear thinking I am greatly indebted for the logical arrangement and frequently for the language itself which I employ.

What the answer will be must depend largely upon the response which these articles shall evoke.

I am persuaded, however, that those pioneers of the art who made the first modern use of arterial embalming would have been amazed at the notion that within so few years there would arise in this country commercial interests which would find it easy and profitable either to deny or attempt to explain away the underlying principles upon which embalming is founded—an absolute adherence to Nature's cycle of the circulation of the blood.

To those of us older embalmers to whom it first was given to understand this principle, it is as clear and as certain as the decalogue itself.

The application of this fundamental fact will of course alter somewhat with the passing years, but the principle remains, that the disinfection, preservation and beautifying for funeral purposes of the dead human body is immutably based upon the circulation of the blood and the correct utilization of the channels which Nature has provided for that purpose.

"God created man after His own image." It was so in the beginning, is now and—as long as it remains so—until Nature reverses its processes and finds other avenues and directions for the circulation of the blood—all other methods are false doctrine.

The one great difficulty in the way of a quick and unanimous acceptance of and return to these basic and fundamental truths is their very simplicity. Some seem to think it impossible that a cure for all our embalming ills is to be found in so easy a manner and one so close at hand.

For a decade or more we have been so afflicted with Fads, Fancies and Fakes, each one of which promised to be a panacea, that we find it hard to awaken ourselves to a realization of the fact that we have only to retrace a few steps to again get on the right track.

Every embalmer, young or old, should be thoroughly familiar with the human anatomy, especially with every feature of it pertaining to or affecting the systemic circulation.

It is to be observed that these principles are not controlled or changed by the whim, wish or will of any teacher or any manufacturer. They are natural and invariable. Their roots are to be found in Nature and their basis is therefore absolute.

If school children, for instance, tired of two and two making four, it would no doubt be possible to find "instructors" who, for the sake of the salary involved, would be perfectly willing to solemly assure their pupils that the world was progressing and that older conceptions were out-of-date. In my mind's eye I can see some solemn "teacher" stand up and say:

"The poor and illiterate men of older days believed that two and two were four. They might have been at one time, but the world moves on. To-day two and two are five!"

Of course, that would not, could not alter the basic, fundamental and unchangeable fact that two and two were, are and ever will be four. No more can mere assertion alter the fact that Nature pre-ordained our procedure when the blood first was set coursing in its channels in one invariable order—heart, arteries, capillaries, veins.

What the really scientific investigators, what the really conscientious teachers, what the really reputable manufacturers are striving to do is to give to those who understand and will follow these basic principles of Nature the best materials and therefore the fullest opportunity for achieving absolute disinfection and the most life-like results.

If embalming is to live, if it is worth saving, we can-

not therefore, because of this fundamental reason, long tolerate the fads, fancies and fakes which to-day are threatening to make embalming a lost art.

In this series of articles, which will appear, from month to month, in this and other magazines, I hope to demonstrate and bring a realization to all of our profession that arterial embalming is an exact science, based absolutely upon the laws of Nature and practicable in its truest and best forms only by those who have made a close study of and applied the truths of anatomy.

Science is Nature, studied, understood and applied. There can be no doubt, therefore, that to be scientific we should follow Nature's teachings as nearly as we can understand them and that we should teach those who are to serve and eventually succeed us that man cannot invent new basic methods of embalming any more than he can change the image of man—that his efforts must be confined to a more thorough understanding and a closer utilization of Nature's methods. This is science.

If embalming is to be saved from its present declining tendency, it must be by the determination of those to whom the profession still holds high ideals. The funeral director and embalmer himself alone can do this. None other can.

He alone can because he is the target at which the tremendous flood of propaganda has been aimed.

One of the largest fluid houses and one which hitherto has borne an unblemished reputation has seen in the so-called veino-vascular method an opportunity for profiteering and has put behind its campaign a large force of salesmen and lecturers as well as a tremendous volume of printed matter. Moreover, some instructors, bewildered by the assault, have hesitated and have even given it quasi endorsement against their own convictions; some State Examining Boards even have been deluded so far as to include questions on the subject in their examinations for license.

The menace is a real one, but if by pointing out these facts, I can assist and can bring the profession to a realization of the fact that Nature provides the only true and scientific method to be followed and that all attempts to subvert those methods for commercial purposes contribute to again making embalming a lost art, I shall be glad.

Is embalming worth saving?

Read the articles in this series and decide for yourself—but first read the articles.

COMMUNITY CEMETERY BEAUTIFUL

By W. A. SCHAFER.

A COMMUNITY cemetery that is a pride to the citizens of the surrounding district is the "Mountain Cemetery" at Yarmouth, N. S. It is as well one of the finest cemeteries in Canada.

Not only do V. S. Sweeney and A. K. Van Horn, the local funeral directors, take great interest in the cemetery, but it is a public park and show place for all the merchants of Yarmouth.

The cemetery dates back to 1859, and all these years has been passing through improvement. An English landscape gardner originally planned and laid out the cemetery, and his plans have been followed down to to-day. The present superintendent has been in charge since 1889, his two sons now assisting him.

Always a beautiful flower garden, the cemetery was recently presented with a conservatory in memory of the late B. P. Law, M.P., who was killed when the Parliament Buildings at Ottawa were burned. The conservatory houses 15,000 plants. This spring the cemetery was presented with a combination chapel and vault. On the ground floor is the chapel, where services may be held, and the place where the casket stands is fitted with an automatic lowering device. When the service is ended, at a signal the floor gives way and the casket slowly descends below, whence it is placed in a compartment until the springtime.

Nearly 60 per cent. of the plots are under perpetual care; and at every burial of rich and poor the grave is lined with evergreens and the earth concealed by a tarpaulin covered with flowers.

THE SAME CAR, BUT DIFFERENT

Some person of keen perception who wanted to speak to Dr. G. W. Ferguson, on one of his recent visits to Toronto, stood for a few moments near a racing car which very much resembled the streak of green lightning formerly driven by our "Champion" friend. Presently a gentleman came out and just as he was about to enter and seat himself, the party of the first part asked: "Is this your car? I thought it belonged to Dr. Ferguson?" And in a cross voice the gentleman at the wheel replied: "It did used to belong to Ferguson, and I wish it did now—for your information I don't believe you'll find him by watching cars standing in front of Methodist churches."





Views in Mountain Cemetery, Yarmouth, N. S.—(1) The grave plot section; (2) the lily pond.





Views in Mountain Cemetery, Yarmouth, N. S.—(1) Road leading to cemetery, which is on left; (2) Inside entrance gates.

A CEREMONIOUS FUNERAL

Sylvester Nebekall, a Russian, was buried at Hamilton last month under unusual circumstances. A Russian society took charge of the funeral, members of which carried the coffin to the front lawn and then arranged themselves beside it to be photographed. The widow refused to be photographed with them. Following the ceremony, the funeral procession was led by an Italian band, and took nearly three hours to reach the cemetery.

TWELVE MEN TO LIFT CASKET

The body of Horace Dodge, automobile manufacturer, who died on Dec. 10, arrived in Detroit from Palm Beach, Florida, on Jan. 3rd and was transferred from a copper bronze to a Boyertown solid cast bronze casket weighing 960 lbs.; being later encased and sealed in the family mausoleum on Jan. 5. The arrangements for the funeral and entire responsibility was left with William Blake of P. Blake & Sons, Detroit, Mich.

The body of the brother, John Dodge, was removed from an ordinary bronze casket to a solid bronze similar to that of Horace Dodge. Mr. Blake also attended this case. It took twelve men to lift each casket.

A SLAP ON THE WRIST

The inquest proceeding in Toronto, despite the refusal at first of the Chief Coroner, suggests that the duties and responsibilities of that office should be defined more strictly.—Toronto Globe.

H. M. Christie, funeral director, Orillia, Ont., is dead.

Rogers & Burney, Ottawa, Ont., have dissolved partnership.

Laurent Theriault, funeral director, Montreal, died recently.

W. E. Baycroft is selling his business at Beeton to W. E. Kearns.

A. H. Swartz, Brockville, Ont., funeral director for 35 years, is dead.

Thompson's funeral parlors at Winnipeg were damaged by water from a fire in an adjoining building a month ago.

The Albury Cemetery, Ltd., at Rednersville in Prince Edward county, Ont., has been incorporated with a capital of $10,000.

Stan. S. Russell of Acton, Ont., formerly on the Fred. W. Matthews, Toronto, staff, has purchased F. W. Wood's business at Erin, Ont.

The Mount Forest (Ont.) Casket Co. are building a four-storey addition to their plant to take care of extensions planned for their premises.

Tuttle Bros., Ltd., Moncton, N. B., who recently added a motor hearse to their equipment, to round out the improvements made to their business, are said to possess the only motor hearse in New Brunswick.

FOR SALE—WANTED

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage.

FOR SALE—Greer Hearse, almost new, No. 1 condition; also light casket wagon; both equipped with sleighs and wheels. Prices right. Apply to J. L. Dixon, Winchester, Ont. Box 248. 2

FOR SALE—New Motor Hearse, never used, Oldsmobile Economy chassis, 35 x 5 cord tires, body beautifully carved black walnut; lamps and trimmings silver. Will be sold for $3950. $1500 down, balance monthly payments. Photo will be mailed on application. Apply to Box 108, Furniture World, Toronto.

FOR SALE—Rubber tired, horse drawn hearse, in good condition, mahogany bed, good black curtains, English axles, capable of running a full season without regreasing. This hearse has oval end and bevelled plate glass body. Have installed motors. For full particulars and photo apply to A. W. George & Son, Port Hope, Ont. t.f.

FOR SALE—There is for sale in Toronto one of the largest and best funeral directing businesses in Ontario. The owner wishes to retire, and wants to get into touch with any person or persons interested in taking over such a business. Books and records open for inspection. All letters will be treated confidentially. Box 110, Canadian Furniture World and The Undertaker, Toronto.

LEARN TO MAKE SHOW CARDS at home. A salesman who can make Show Cards can earn more money and is always sure of his position. Professional show card writer will teach speedy system to limited number by mail. For particulars write to Albert Edgar, 17 Edgar Building, Windsor, Ont.

POSITION WANTED—Young man 23 years of age, just finishing course at Canadian School of Embalming, can embalm and drive motors. Moderate salary to start; will accept position at once to work in any part of Ontario. Apply Box 109, Canadian Furniture World, 51 Wellington Street West, Toronto, Ont.

WANTED—A second-hand wheel hearse with sleighs for winter use. Cash. Notify B. Buchanan, Warkworth, Ont. 1

NO JOB TO GO TO

Canadians Have Remedy in Own Hands, Says Labor Minister

Ottawa, Jan. 28.—Senator Gideon Robertson, Minister of Labor, finds the unemployment situation is steadily improving in Canada. He adds: "Canadian people must realize that they have much of the solution of the unemployment problem in their own hands. From October 15 to December 31 last about 133,000 men were laid off in Canada by 4,700 employers. Eliminating Sundays from that time, it meant that every night 2,000 men went to their homes with no job to go to the next day. And this in face of the fact that during the last year Canadian purchases in the United States amounted to $500,000,000 in round figures.

"It is obviously the duty of Canadians to buy enough to keep things moving, and to buy Canadian-made goods. If each individual does his or her part in this the unemployment question will speedily be solved."

Toronto Daily Star, Jan. 28, 1921

WE have four returned men employed in our laboratory who must be kept working. You can help them and others by buying FLUID made in Canada. Spend your money in the country in which you make it, and show your appreciation of home industry.

Canicula Fluid has been a big factor in keeping Embalming Fluid at such a low price in Canada. Inferior Fluid sold at $28 a dozen in the United States.

CANICULA

That Different Fluid

Canicula Chemical Co.

366 Bathurst Street - Toronto, Canada

SPLENDID OPPORTUNITY FOR SOME PERSON

There is in the city of Toronto at present an opening for an ambitious and worthy young man to become connected with a first-class funeral directing firm, the proprietor of which wishes to employ a high grade, competent person, one able to take full charge and responsibility. The remuneration is good, and should appeal to a young man wanting to work up to a $100 a week position. If you are the right man, drop a letter to the editor of Canadian Furniture World and The Undertaker. He will forward your letter to the proper party.

DOMINION MANUFACTURERS INCREASE STAFF

On Wednesday, Feb. 2, Mrs. Raymond presented her husband J. Arnold Raymond of Dominion Manufacturers, Ltd., headquarters staff, Toronto, with a new baby girl weighing eight and a half pounds.

AFTER THE BLINDS ARE DRAWN

"Did anybody comment on the way you handled your new car?"

"One man did, but he didn't say much."

"What did he say?"

"All he said was, 'Fifty dollars and costs.' "—Baltimore American.

"How do you pronounce 'pneumonia'," asked the French boy who had come to England to learn the language.

His only chum told him.

"That's odd," replied the young Gaul. "It says in this story I am reading that the doctor pronounced it fatal."—Ginn's Magazine.

Slim was commenting on a recipe for making a beverage out of birch bark.

"Since the stuff they make from apples is called 'apple jack,' " she ventured, "I suppose they call this birch stuff 'lumber jack.' "

"No, ma'am," answered Specs, solemnly, "that brew is known as 'logger beer!' "—Tacoma Ledger.

The teacher of the class in physiology put to Tommy this question:

"How many ribs have you?"

"I don't know, ma'am," said Tommy, squirming at the very thought. "I am so awful ticklish I never could count 'em."

Miss Smart: "I don't know what's the matter with that little man over there. He was so attentive a few moments ago, and now he won't even look at me."

Mrs. Blank: "Perhaps he saw me come in. He's my husband."

A chauffeur entered a Toronto restaurant recently and in anticipation of a good lunch, gave the following order:

"Coffee, doughnuts and pancakes."

For a moment or two he thought he had entered a garage by mistake when he heard his order passed along.

"Cylinder oil, couple of non-skids and some blowout patches."



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Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

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At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

H. S. ECKELS & CO'S CANADIAN LABORATORIES

Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.

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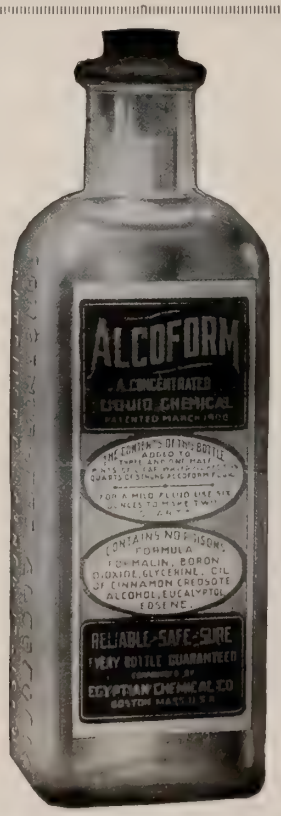
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For it's 100% Pure Chemicals



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903 Yonge St., Toronto — October 21, 1920

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Dear Sir:—Received your letter of the 14th inst., regarding my order for 2912 Adjustable Board. You can send me the Mulberry Cover, Pillow, Board and Casket Throw, at your earliest convenience.

Thanking you and your reliable firm for favors in the past, I am

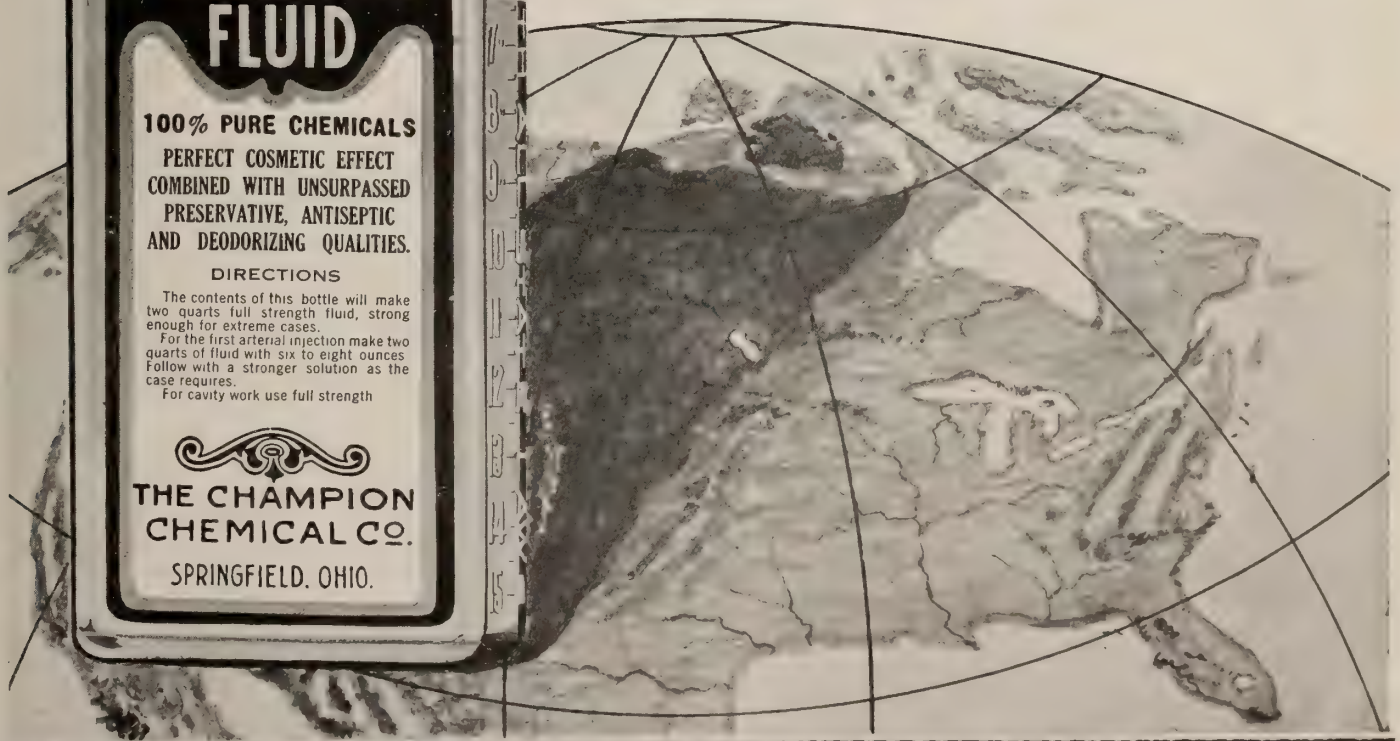
Yours very truly,
W. H. BICKLEY

P. S.—Please send me one of your Champion Demi-Surgery Outfits, also one of your Text Books on Embalming, at once.

Talking about fluid—we had one of the hardest cases one could really work on and Champion did the trick. It is the best fluid that is made, and could recommend it to any undertaker with pleasure. (*Signed*) W. H. BICKLEY, Undertaker

The Champion Chemical Co.

Dr. G. W. Ferguson, Canadian Manager
38 LEUTY AVE., KEW BEACH - - - TORONTO



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We cordially thank the dealers who visited the Toronto Furniture Exhibition and gave us orders which will keep our factory busy for some time to come. We thank those dealers who favored us with small orders as well as those that gave us the large ones.

We also thank those who very carefully looked through our display and took notes for future reference. We are confident that our prices, when quality is given consideration, will warrant at least a good share of your patronage.

The goods that we are manufacturing and importing have shown a marked improvement during the past year, and prices are extremely reasonable.

We guarantee you prompt shipment on all our lines during the coming year.

Our complete lines of Pictures, Frames, Statuary, Floor and Table Lamps and Silk Shades are second to none on the North American continent.

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The Canadian FURNITURE WORLD

AND THE UNDERTAKER

Money Methods

How the
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dealt with
in several articles
in this issue

Toronto, March, 1921

Published by The Commercial Press, Limited : 51 Wellington West, Toronto



Invalid Wheel and Rolling Chairs

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Have you a sample on the floor?

Best to have our catalogue and get the business.

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A Timely Suggestion

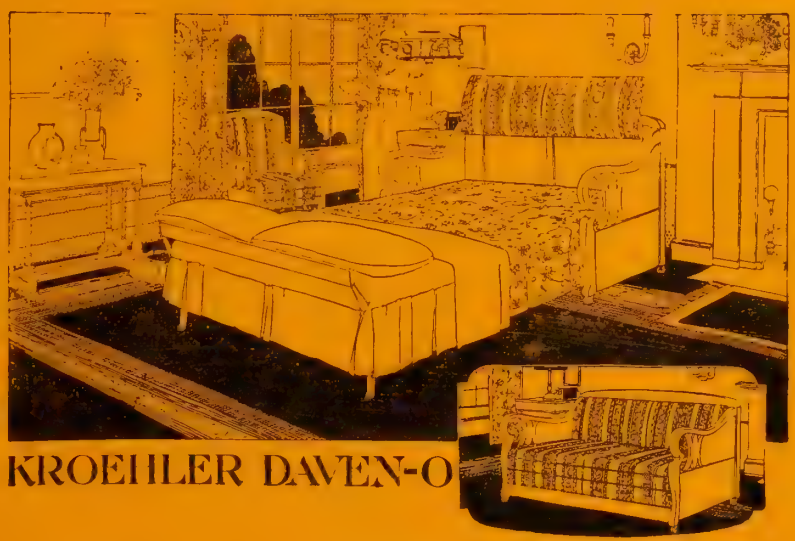
Housewives everywhere will be spring cleaning during the next few weeks, and storing away surplus blankets, bed linen, etc. It is a good opportunity for you to suggest Shafer Cedar Chests, and a good window display will enable you to create more sales.

Catalogue on request.

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Because of their grace and excellence Kroehler Daven-os and Livingroom Suites sell well and pay well—the dominating factor of Kroehler furniture being its superior quality.

Your most fastidious customers will appreciate the new period designs in livingroom furniture that we are featuring this season.

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"Better Furnished Home

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McLagan Furniture sets a high standard for style, quality and value.

Mean Greater Happiness''



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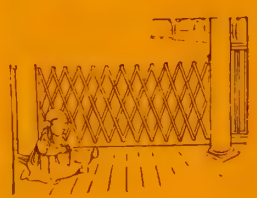


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Special attention given to your requirements in Folding Chairs and Tables.

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No. 22



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The STRATFORD MANUFACTURING CO., Limited
STRATFORD - ONTARIO



No. 5610—Chesterfield. Size: 86" long, 33" high, 40" deep.
Upholstered in beautiful imported Tapestries.

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The suite illustrated is so attractive as to interest every buyer of good furniture.

Permanent showrooms in Waterloo; in the Wilder Building, Montreal, Mr. A. T. Edwards in charge; in Vancouver at 322-324 Water Street, Mr. V. H. Wetmore in charge.

Tapestry Grades		A	B	C
Chesterfield	5610	$166	$176	$186
Chair	5610	80	85	90

WOELLER, BOLDUC AND COMPANY

Waterloo - Ontario



Dresser with Hanging Mirror from No. 530 Suite.

A grade of Bedroom Furniture in which design and finish command attention. Our line now has a range of various new designs ready for immediate shipment. We will be pleased to forward you full particulars, blue prints, and prices upon application.

MALCOLM & HILL LIMITED

Head Office:
KITCHENER, ONT.

Branch Office:
LISTOWEL, ONT.



Period Furniture of this character possesses a peculiar charm not found in ordinary designs, and because of their superior workmanship and quality, Malcolm creations have become tremendously popular in good stores and good homes everywhere.

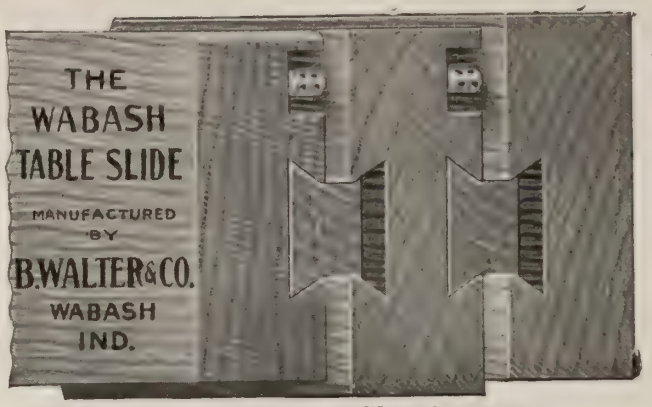
The Andrew Malcolm Furniture Co., Limited

KINCARDINE (Head Office), and LISTOWEL

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

BEAT IT—
OUR "B" MAHOGANY (Imitation Mahogany on Basswood)

We are selling this moulding in increasing quantities on value

Notice the finish is French Polished and Rubbed, and is not made of cull lumber stopped up with putty and finished with brown paint, as are some other makes.

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA



Have you written yet about our special gross lot offer?

The Profit in a "Peerless"

will more than repay you for the very slight sales effort needed to move it. But, even though it did no more than introduce a customer to your store, the sale of a

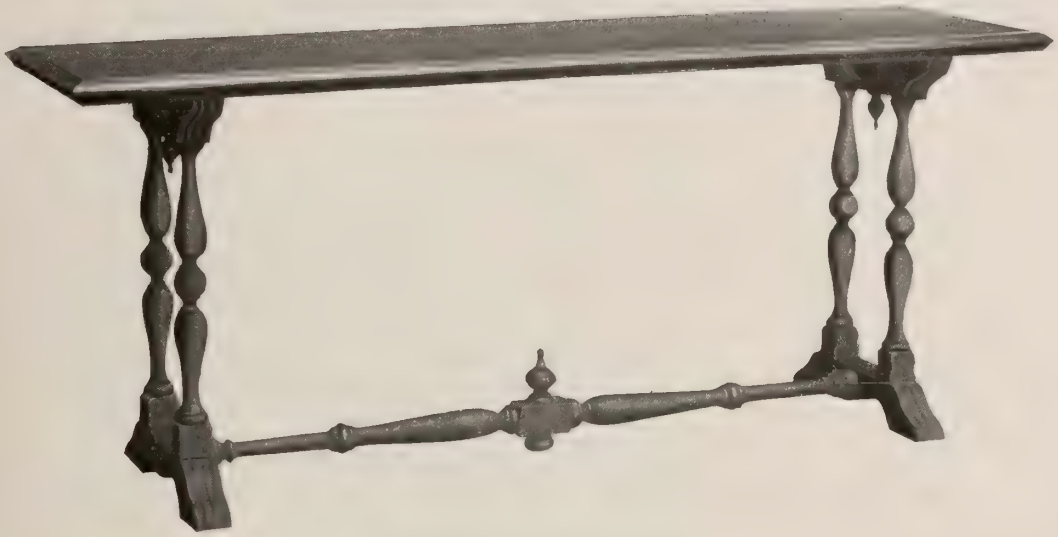
PEERLESS
FOLDING TABLE

world prove profitable in the satisfaction of that customer and the long chain of sales opened up.

So many uses for a Peerless that everybody needs one.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**

The Canadian Furniture World contains numerous business-creating ideas for furniture dealers, yet the subscription price for twelve months is only $1.50. Every furniture dealer and manufacturer in Canada should be a subscriber.



Chesterfield Table No. 9602

The Chesterfield Tables illustrated are worthy representatives of our line. They have proven their acceptability by their immense sale. Because of their beauty, excellence, and modest design, they will harmonize in almost any surroundings.



Table No. 9502

SNYDER BROS. UPHOLSTERING CO., LIMITED

WATERLOO, ONT.

Associated with

SNYDER DESK and TABLE COMPANY, WATERLOO
SNYDER FURNITURE COMPANY, ELMIRA

Solid Walnut Dining Room Suites

The Beaver Line

There is an unmistakeable charm about the Beaver Line of Solid Walnut Dining Room Furniture that wins and retains the admiration of the purchaser. It is carefully and conscientiously built of choice walnut by skilled workmen —furniture that will bring you repeat sales.

Some excellent designs in Quarter-cut Oak with Old English Finish, substantial, attractive and economical.

THE BEAVER FURNITURE COMPANY, LIMITED

KITCHENER - ONTARIO

Period Furniture

Home-like furniture of original and distinctive design upon which absolute dependence can be placed.

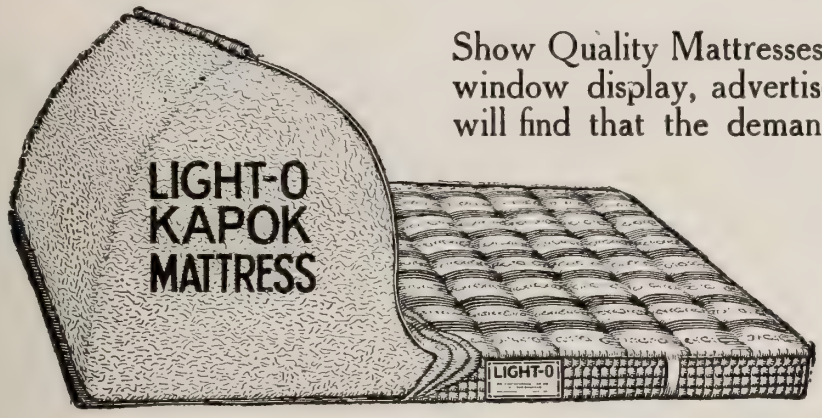
Carefully manufactured from selected materials and finished with a permanent and enduring finish, Art Furniture has that quality and merit which appeals to those of good taste and refinement.



Art Furniture Co., Limited

Kitchener -:- Ontario

QUALITY Mattresses



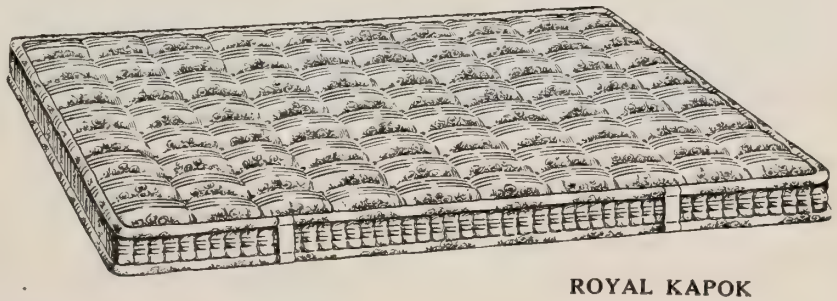
LIGHT-O KAPOK—Weight 33 lbs. Imperial Roll Edge. 70 tufts each side.

Show Quality Mattresses on your floor, make a good window display, advertise them reasonably, and you will find that the demand is constant. People buy mattresses because they want comfort, service and value. They recognize in

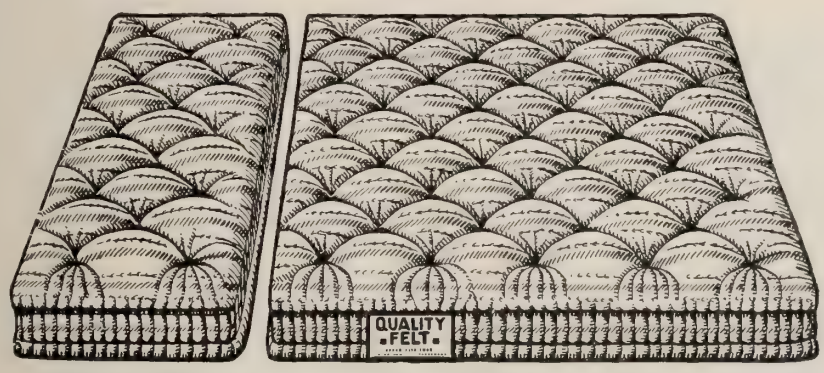
QUALITY Mattresses

all three of these desirable features.

Every KAPOK Mattress that bears our label is GUARANTEED to be filled with 100% pure Kapok.



ROYAL KAPOK



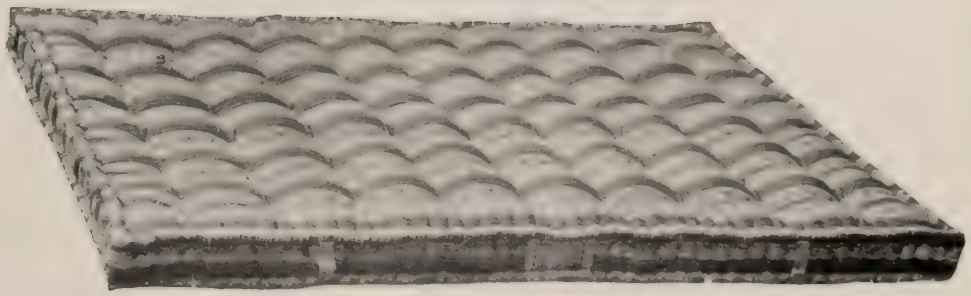
QUALITY FELT

Royal Kapok

Weight 25 lbs. Covered with good quality art ticking, French roll edge, 63 tufts each side. A line you can offer your best trade.

Quality Felt

Filled with the highest grade of cotton felt, and built in layers by our special process. The best of coverings and workmanship.



QUEEN KAPOK

QUALITY MATTRESS CO. - WATERLOO, ONT.



HARTSHORN QUALITY LINES

Our No. 694R shown here will give you some idea of our line, yet it contains features which cannot be displayed on paper.

Our stock here should be of some value to you. Simply call up 164, Kitchener, and we will tell you what we can do.

Have you our catalogue? If not, would you please let us send you a copy?

Do you realize the value of prompt and pleasing service? Try

C. H. Hartshorn

KITCHENER, ONT.



KAPOK MATTRESSES

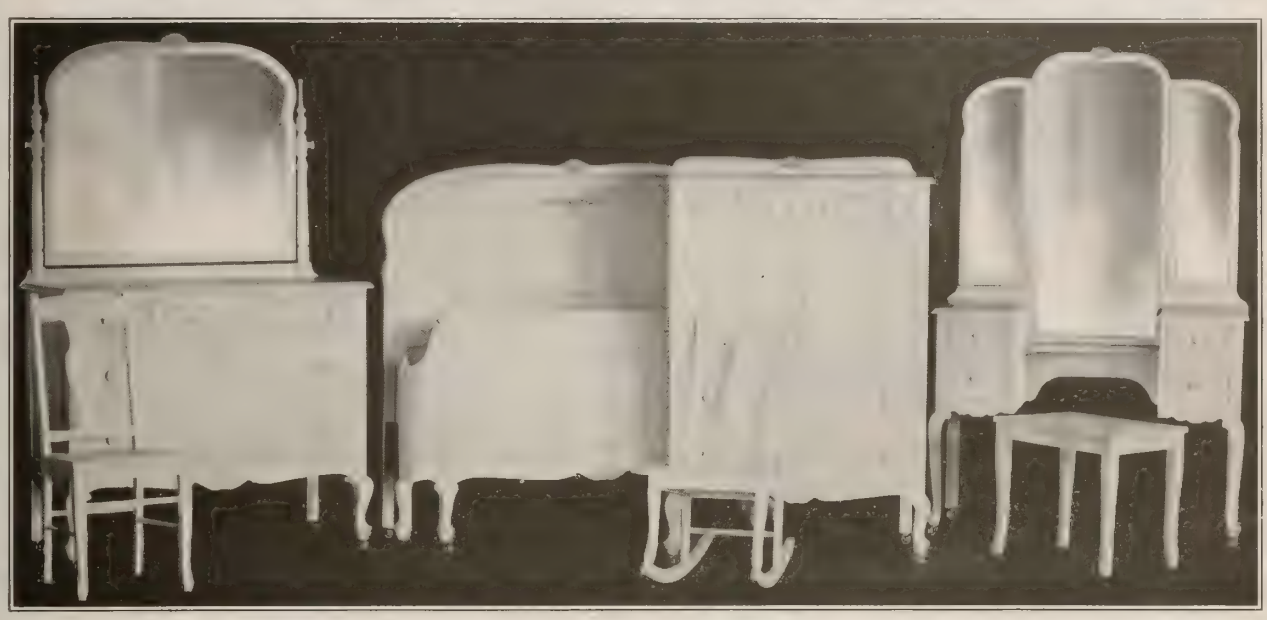
The customer buys a mattress with the hope that it will be reliable and render many years of service. To accomplish this there must be a combination of quality materials and good workmanship to give that desired satisfaction demanded by the public. In the making of our Kapok Mattresses only the highest grade of materials are used, so that the finished product immediately impresses the customer with their good quality and outstanding value.

Catalogue on request.

The Canadian Feather & Mattress Co.

LIMITED

TORONTO OTTAWA



No. 485E BEDROOM SUITE (Queen Anne)
Birch. White or Ivory enamel finish. Plain British plate mirrors. Cast brass trimmings.

Knechtel Furniture

Dependable furniture that will find its place and give absolute satisfaction in good homes everywhere. A line with that expression of quality which appeals to those of good taste and discernment.

The Queen Anne Suite illustrated will find a ready sale among your customers. It can be sold at a price within the reach of the average buyer.

THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO

Sidway

Don't Meet Competition—PASS IT!

IN your Baby Vehicle department you can ***pass*** competition if you stock "Sidway" line. The rapid growth of our business is the best proof we could desire that our product meets with a ready and profitable sale at the dealers' hands. There is a constant demand for baby vehicles, regardless of business conditions in other lines. Anticipate at least a portion of your spring requirements. We will endeavor to give you good service.

SIDWAY MERCANTILE COMPANY
864 Dufferin Street - - - Toronto, Ontario

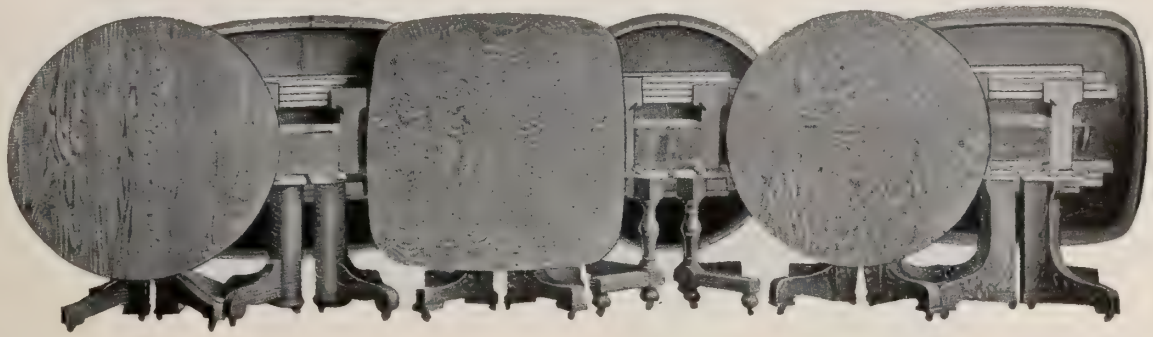


KNECHTEL
Kitchen Cabinets

Neatness, convenience, utility, strength and durability are only a few of the many outstanding features that make this No. 71 Knechtel Kitchen Kabinet decidedly distinctive.

You can recommend this cabinet to your best customers with all confidence and the assurance that it will give service.

Knechtel Kitchen Cabinet Co.
LIMITED
Hanover - - Ontario



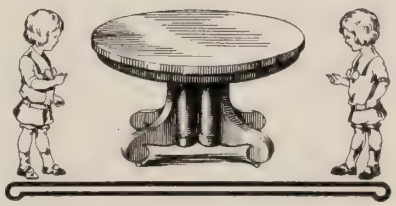
The TWIN Pedestal Table

The unvarying reputation with dealers and customers maintained by the TWIN Pedestal Table is a true reflection of the manner of its manufacture. It is a reflection of uncommon judgment in the selection of materials and of building methods that insure durability of product and attractiveness of finish.

The TILT-TOP TWIN will take up less floor space than any other kind of table—thus reducing your overhead charges and selling costs.

Its richness and beauty give to this line a degree of selling power that enables you to make sales with the minimum effort.

TWINS



Built for Service

The Chesley Furniture Co., Limited

CHESLEY -:- ONTARIO



Push the Button
to Adjust the Hood

It Is Easier To Sell the *Different* Carriage

The Sales Clincher!

That arrow points to the sales clincher — the feature which makes it so easy for your customer to make a decision in favor of STURGIS Baby Carriages. Ask us for Push Button cuts for your advertising.

In Sturgis Baby Carriages you have something to talk about—features which are easy to explain and which appeal to mother and father alike.

These novel features, exclusive to STURGIS Baby Carriages, pull prospects into your store and help you to sell other goods.

The Push Button Hood Adjuster, Positive Auto Brake and Push Button Wheel Lock, together with the inimitable finish, make Sturgis Baby Carriages real sales opportunities.

Place your order now. Be ready for the spring demand.

Sturgis
BABY CARRIAGES

Sturgis Baby Carriage Co., Limited -:- 60 Sumach Street Toronto - Ont.

REBUILT BEDS

A great number of furniture dealers have taken advantage of the opportunity to feature Rebuilt Brass and Iron Beds during the spring selling season.

There is BIG money in this merchandise for the dealer. Are YOU getting your share?

Travelling Representatives Wanted

OXFORD BED COMPANY - 7 AWDE STREET

Phone Kenwood 2550 **Rear 928 Dufferin Street**

SILK SHADES

for FLOOR *and* TABLE LAMPS

We have the widest range of styles and prices in the Dominion. With expert workmanship and artistic designs, our Shades find a welcome place in the most exclusive homes, as well as the cottage.

Let us know your requirements, we can meet them.

Manufacturer's Trading & Holding Company, Limited

STANDARD SILK SHADES

Phone Adel. 7657 **Purman Building, 263-267 Adelaide St. West, Toronto**

LOOM WOVEN

Lloyd



Baby Carriages

and Furniture

Mr. Dealer:—

This design, which stamps the superiority of LLOYD LOOM-WOVEN BABY CARRIAGES AND WICKER FURNITURE, will appear during 1921 in

158 AMERICAN NEWSPAPERS
7 NATIONAL MAGAZINES
2 CANADIAN MAGAZINES
and in thousands of other places

Order a mat or cut of this design for your own advertising so that your tie-up with LLOYD'S great campaign may be complete.

THE LLOYD MANUFACTURING CO.

MENOMINEE - MICHIGAN

Bedroom Furniture of Quality

Decorative, distinctive and durable, Meaford Chamber Furniture has won for itself a prominent place in the furniture stores of Canada.

Beauty of design, combined with good substantial construction, has resulted in a finished product of exceptional merit.

Meaford Manufacturing

Company, Limited

MEAFORD - ONTARIO



No. 785



No. 783

The Meaford Line



No. 784

PREPAREDNESS

Mr. Dealer—Are you *prepared* to handle the impending rush of a discriminating public in search of floor coverings?

Is your Carpet and Rug stock in such shape that you can close a sale with each and every customer?

The manufacturer can help you.

We have a first-class but rather limited stock of Wilton, Brussels, Velvet, and Tapestry Squares to choose from.

DO YOUR SORTING NOW
while we can effect immediate delivery.

Be *prepared* to handle the spring crowd of *buyers.* Prices have dropped, which will further stimulate the usual spring activity.

The Guelph Carpet & Worsted Spinning Mills, Limited

Toronto Office:
516 Empire Building

Factory and Showrooms:
Guelph, Ontario

Montreal Office:
616 Drummond Building

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

Subscription Rate $1.50 per year in Canada, Great Britain and British Colonies; $2.00 to the United States,

VOL. 12. TORONTO, MARCH, 1921 No. 3.

FURNITURE BUSINESS *at* THE CAPITAL CITY

Store builds trade through window displays—Arrangement of stocks—History of Stewart & Co.

SITUATED within a few yards of the Grand Trunk Railway's palatial Chateau Laurier Hotel, Stewart & Co., 34 Rideau Street, Ottawa, have for many years conducted a very high grade, exclusive furniture store in Canada's capital city. The stock carried is a very complete one, the world's best markets supplying samples of the very latest up-to-date furniture and in addition to this a very valuable collection of genuine antiques are offered for sale. Period furniture from the biggest furniture centres finds a place of honor, Stewart & Co. being special representatives for several exclusive manufactures, and always have on hand a good selection of pieces from these factories.

Among the many methods adopted to stimulate interest, create sales and promote enquiries, window display takes a leading place. The store is placed at rather a disadvantage in this respect, the frontage being so small that there is only room for one good window. That the space available is used to the limit, is proved from the fact that one very expensive old ivory bedroom suite and two valuable dining room suites were sold from the Monday to the Friday of a recent week. Whether the one window is an asset by drawing attention to only one particular line at a time is an open question.

One point about the display is worthy of mention. No extra frills or decorations are put into the window to add to its effectiveness. If a bedroom suite is being shown, it may have the bed set up on the short rails or the usual sides may be placed in position with a box spring and mattress set in place, but no bed spread, bolster roll or other drapery will be in evidence, the furniture is expected to sell itself, quality and workmanship being considered its strong points. The distinction of these displays has become so well known that many people come along to see the latest in Stewart's window from time to time.



Striking window display of dining room suite by Stewart & Co.

Phone messages asking for the reservation of certain pieces are of frequent occurence showing the amount of interest that is produced even when the store is closed. This brings to mind another point, the blinds are never down and the splendid lighting arrangements give the most artistic effects during the evening, a time clock cutting off the light at a certain hour.

The main floor is devoted to a general run of merchandise such as floor lamps, work tables, spinnet desks, bookcases, library tables, statues, ornaments, bud vases, trays, curates, smoker sets and book blocks. These articles are not set out in any definite arrangement or division, their mission being to suggest to customers ideas for presents or to draw attention to the very great variety of the stocks to be found upon the premises.

In the dining room department is shown a choice range of period furniture, care being taken to see that several different periods are on view. The customer sees walnut, mahogany or oak suites set out complete, and thus has an opportunity of making a mental picture as to the general appearance any suite would have in the room for which they intend it.

The bedroom section has some suites displayed, while many others are placed in rows, the dressers, chiffoniers, dressing tables, benches and chairs forming avenues, giving a good view of the different pieces with the exception of the beds, which are ranged along a wall with short rails attached. This arrangement makes inspection of a large stock easy and pleasant, as the many designs can be seen and compared with the minimum of fatigue.

Living room suites are frequently placed exactly as in actual use, with rugs, chesterfields, chairs and rockers, tables, magazine stands and waste paper baskets complete. Many different color schemes are carried out and frequently altera-

tions and re-arrangements keep up the interest and add an air of rapid selling which is apt to impress many customers who like to buy where the goods move quickly.

Kitchen furniture gets attention and kitchen cabinets, sanitary tables, stools, refrigerators and other kitchen necessities are suitably grouped together.

Special occasions, or special seasons, are taken care of, some time it may be "Baby Week," then again the season for verandah goods, summer cottage furniture, a showing of carriages, or a fall display of sleighs. When the student turns to studies, desks, bookcases and other needs will be in the limelight.

Out of town patrons are not neglected. The small towns in the Ottawa Valley have many beautiful homes, and very many of them are furnished by Stewart & Co. A great deal of this trade comes spontaneously, friends passing the good word along from one to the other. This trade is continually growing. No small retail store could carry a stock giving such a selection of designs in a town of a few thousand population, so the better plan is generally followed, the people who want good furniture, run up to Ottawa, drop into Stewarts' and buy it.

Much attention is now being given in the assistance to returned soldiers. Many of them are being married or have brought their wives home with them. They are furnishing with taste and buying quality goods. Cash seems to be fairly plentiful with many of them and they are wisely purchasing furniture that will give service and comfort. Every satisfied soldier customer means a boost and more business with this chums when they get home. Quality, service and satisfaction are guaranteed. Should anything be found unsatisfactory or not suitable for the purpose desired, customers are obliged (even if at great inconvenience) changes are made to fall in with their wishes, and every assistance offered to make all sales a real pleasure to the purchasers concerned.

The continued success of the firm is well merited. Years of square dealing have brought their own reward. People show that they appreciate good furniture and courteous treatment by coming back again and again, fathers come along with their children who are getting married and put it up to Stewarts to supply the best for the money, having full confidence that the firm that gave them value for every cent. in the dollar, will "carry on" for the second generation.

The premises occupied by the Stewart & Co. firm have been a furniture store for 55 years. The first proprietors were Rowe & Erratt. This firm was dissolved and succeeded by Jacob Erratt, who purchased his partner's interests. Stewart & Co. bought out Mr. Erratt's business in March 1897, and it has continued under that name to the present. Mr. Jack Stewart is general manager.

MAKING BOOSTERS OUT OF KICKERS

FEW retailers make the boast that all customers are given entire satisfaction in their store. There are sure to be some people who think they did not receive the service expected, and, if permitted to leave without redress, are sure to hurt the reputation of the store by gossiping with other customers.

When people get a grouch they are sure to become kickers, and as a result their gossip will turn many customers from your door. Many a store has lost valuable opportunities, regardless of the fact that the best publicity methods were used to stimulate sales, simply because of carelessness in the handling of complaints. How often have we heard store-keepers say when a complaint was lodged, "Oh she is an old grouch —always kicking about something," and instead of realizing that this is a live opportunity to save the reputation of the store, complaints are handled in this haphazard way.

Every merchant knows that the person who makes an ugly complaint is a sure gossip. The world is full of this kind of people, and although we cannot kill them, nor stop their talking, still, we can direct this sort of talking into the right channel. There is very little to be gained in arguing a disputed point with a customer, for the merchant invariably gets the worst of it. Why not endeavor to handle your complaints on the principle "that the customer is always right." If customers are not given satisfaction, tongue-wagging results and there is nothing that will hurt your store's reputation quicker than gossip of this kind. Stop it by satisfying the customer before she leaves the store and you will find that the resulting publicity will be most gratifying. You should realize that the complaint you are facing is not a theory but a condition then if you decide to accede to the customer's demands, do so with a smile and do so right away.

One Method of Procedure

This example will serve to show the result of looking upon complaints in the right light. A woman bought two boys' wash suits in a certain department store and took them away to her summer home. While there she discovered that they were too small and upon her return at the end of the summer she went back to the store to obtain a refund. The clerk in charge of the department informed her "that the suits had been reduced in price and that he could refund only part of the price originally paid for the articles." The customer indignantly refused his offer and started out, exclaiming, "I will never buy here again." It so happened that her remark was overheard by one of the managers who enquired what her trouble was. She told him her story and was taken back to the department and received the original price of the article, the manager pointing out that the policy of the store was "to satisfy every purchaser." This may appear to be taking the woman's part, but her changed attitude toward the store was well worth the effort. Her friends would be sure to hear of the admirable way she had been treated by the manager, and the increased patronage would fully repay any loss the firm had sustained.



G. W. FERGUSON



A. F. CAMPBELL



FERGUS J. WRIGHT

THE WHEAT CITY FURNITURE HOUSE

Brandon, Man., has up-to-date furniture store—Reorganization of Campbell & Campbell business

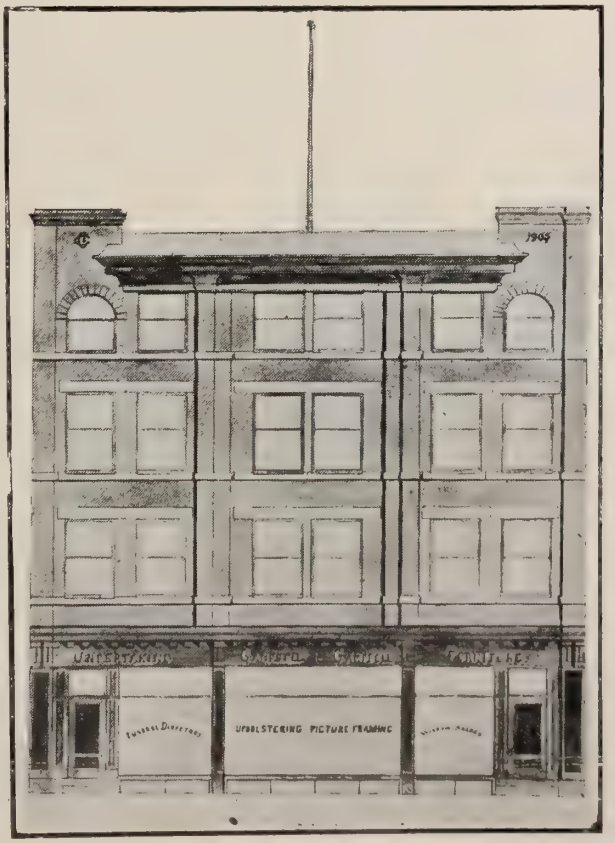
MESSRS. Campbell & Campbell, furniture dealers and undertakers of Brandon, Manitoba, have formed a new partnership, using the old name. Mr. A. F. Campbell of the original firm, together with Mr. G. W. Ferguson and Mr. F. J. Wright forming the new company.

The firm of Campbell & Campbell started in business in August 1895. The first ten years of their existence the business was carried on in the store on Rosser Avenue now used exclusively for draperies.

In 1905 it was found necessary to build their present store on Tenth street —a four-storey block and full sized basement, 51 x 120 feet, hardwood floors throughout, steam heated and modern in every respect, this, with what is known as the old property, giving them over 40,000 square feet of floor space, on which a full and complete range of medium and high-grade furniture is to be found. Rugs, linoleum, window shades, picture frames and undertaking are as well all under one roof.

The undertaking parlors are finished in polished quarter-cut oak fixtures, fitted with the latest modern equipment.

Capt. A. F. Campbell, the senior member of the firm, lately returned from France after serving four years with the colors.



Store front of Campbell & Campbell at Brandon, Man.

G. W. Ferguson first entered the furniture business with the late M. F. Beach of Winchester, Ont. After four years with the M. F. Beach Furniture Co. he accepted, in 1905, a position with Messrs. Campbell & Campbell and has been in charge of the undertaking for the past twelve years.

F. J. Wright, formerly of Toronto, spent six years in the employ of the Rat Portage Lumber Co. at Kenora, Ont. In January, 1909, he entered the firm of Campbell & Campbell as bookkeeper.

The new firm, in January, 1920, purchased the interest of R. J. Campbell who since has left to reside in California.

That the new partners are carrying on the business as successfully as the former owners is amply proven by the fact that Campbell & Campbell are still among the foremost furniture dealers in their community.

DRESSING THE WINDOW AT EASTER TIME

Furniture dealers should make more of this season to push sales—Opening season for spring lines

THERE is hardly any retail business that is not affected by the Easter festival, and furniture dealers should try to push more energetically their spring and other seasonable lines at this period. At this time, as at all others, the dealer who advertises to the best advantage gets the greatest return from any seasonable buying movement. The windows are often made the most important advertising medium, and by using symbols of Easter the right atmosphere is injected into the window advertising.

The Easter symbols are of two kinds, one ecclesiastical and the other secular. Care should be exercised in using those two classes together or the result will be incongruous. The ecclesiastical symbols are the cross, Gothic windows, leaded glass windows, candles, church or "cathedral" architectural decorations, etc. The secular symbols are the Easter lily, eggs and chicks, eggs and bunnies, etc.

The public associates the egg and Easter lily with this even probably more closely than the ecclesiastical symbols, if we except the cross, which is recognized all over the Christian world.

Some Display Suggestions

The following suggestions for Easter decorations can be adopted as given or adapted to use as the merchant sees fit. The descriptions are brief, the details can easily be supplied by anyone accustomed to making window displays.

The egg decorations can be carried out in many ways. A large plaster egg, appearing as if broken, can be used with a lining of yellow silk, representing the yolk. If some piece of furniture of importance is displayed within this egg, the element of newness is suggested at once. When this idea is adopted, the lighting of the interior of the egg should be closely looked after.

The same idea can be utilized in a less elaborate manner. A large show card can be cut into the shape of an egg. An opening can be roughly cut near the centre, with imitation cracks drawn with crayons from this opening across the egg in all directions. Furniture can be hung in the opening. The words, "Just Out." are appropriately used with either of these suggestions.

A nest of little fuzzy chicks, with an egg or two and some shells, can be shown in the window with a card stating that the "Easter is a good time to buy spring furniture needs."

The background and accessories may be decorated with egg-shaped ovals cut from cardboard. Colored eggs may be prominently used in the decorations, as well as accessories. Stands may have egg-shaped ovals for tops. Egg-shaped ovals can be used as mats on the floor of the window.

The rabbit and the chick may be incorporated in the decorations in many ways. One dealer last Easter had a large imitation egg made of excelsior and covered with puffed crepe paper. The egg was shown partly broken, and a beautiful doll was posed standing in the egg. A pair of rabbits were posed at the other end of the window with baby ribbon reins attached, leading to the hands of the doll. The tableau was symbolical and attractive.

Background Completes Effect

The Gothic window effect in the background is attractive if the reproduction is at all well done. This effect can easily be secured by painting with colors or with crayons. Leaded effects can be secured by using a plaster composition and a relief bulb. Colored paper with a glaze surface can be used to represent colored glass.

A church organ can be imitated in the following manner in the background decorations. This should be several feet from the floor if the furniture is likely to hide its beautiful effect.

Make a number of rolls of heavy paper or cardboard. These should be covered with gilt paper, or gilded with paint. About four or six inches from one end black bands may be painted around the rolls. About eight inches from the other end of each a black imitation opening should be painted to represent the opening in a regular pipe. These rolls or pipes should be made of different lengths so that they can be arranged in two shallow circles, the tops forming a graduated step arrangement toward the centre of each.

Cross and Lily Symbols

As a background hang a piece of cloth on which is attached two crosses, one a red cross, as used by the Red Cross Society; the other a gold Roman cross, the familiar cross of the Church. These are so placed as to show in the openings formed by the tops of the pipes.

Across the lower part of the decoration, in front of the pipes, use an arrangement of Easter lilies in a flower box. This makes a very appropriate and a very attractive setting for any furniture display.

Lavender and white are very appropriate for the Easter color scheme, and both may be used freely.

The cross may be used in the decorations in a great number of ways. A floral cross will always be attractive. Crosses cut out of cardboard may be introduced, while crosses made of wood are also appropriate. The cross should not be used to indicate a funeral at this time, as the Resurrection of Christ is the real theme.

CANADA'S FORESTS VITAL TO THE EMPIRE

The position of Canada in the world as a forest country is a large and important one, and in the British Empire it is even more important. The authorities on forestry in the British Isles are laying stress on the unique position held by Canada in the British Empire for the supply of coniferous timber, and have been urging on the Imperial Government the necessity for providing fully for the proper protection and management of Canadian forests. The situation in Canada is complicated by the fact that the forests are divided in ownership among a number of governments which have independent jurisdiction, but it would seem that in response to the call from the Imperial Government some wider system of co-operation between the Federal and Provincial Governments might be worked out.—Annual Report, Director of Forestry.

BUILDING AN OFFICE FURNITURE BUSINESS

Montreal concern in ten years greatly increases trade--From 1,400 to 23,500 square feet

THE current year marks the tenth anniversary of the entrance into business of the Office Equipment Company of Canada, and the development of the company during that period has culminated in the acquisition of new quarters, which make it one of of the finest office furniture establishments in the British Empire.

The company's new location is situated at 305 Notre Dame street west, Montreal, and embraces three floors and a basement, as well as commodious shipping quarters, the entire floor space aggregating 23,500 square feet.

On the ground floor there is a magnificent showroom, embracing all kinds of the latest and most improved office furniture. On this floor also are situated the executive and general offices, while in the rear is a large and well-lighted shipping room.

On the second floor may be seen all kinds of tables and board-room furniture; while on the third floor the space is utilized for used goods.

The new quarters of the company are well worth a visit, for there is nothing in the latest and modern type of office furniture that cannot be found in one or another of the spacious apartments of the building.

Not only is the stock complete in every way, but the management see to it that customers receive every attention; there is no loss of time for intending purchasers. Not only are they given prompt attention, but nothing is left undone to show the entire range of articles that may be required for those requiring office furniture.

The success that has attended the efforts of the management of the Office Equipment Company furnishes a remarkable chapter in the development of this line of business in Montreal, and for that matter in Canada. The business was started in 1908 at 225 Notre Dame street west, the company at that time acquiring a floor space of only 1,400 sq. feet. But with characteristic energy the officials set about their work determined to build up a big business. From the beginning progress was of a steady character and in four years' time, to 1912, the company increased its floor space to 4,200 square feet; while two years later, in 1916, the company acquired an extra space of 1,800 square feet, and now at their new home at 305 Notre Dame Street West the company has a floor space of 23,500 square feet.

The success attained is due in a great measure to the fact that the company makes and handles only first class products, gives good service, employs courteous employees, and holds strictly to its ironclad guarantee that any article sold by the company, if not satisfactory, is replaced, or made right.

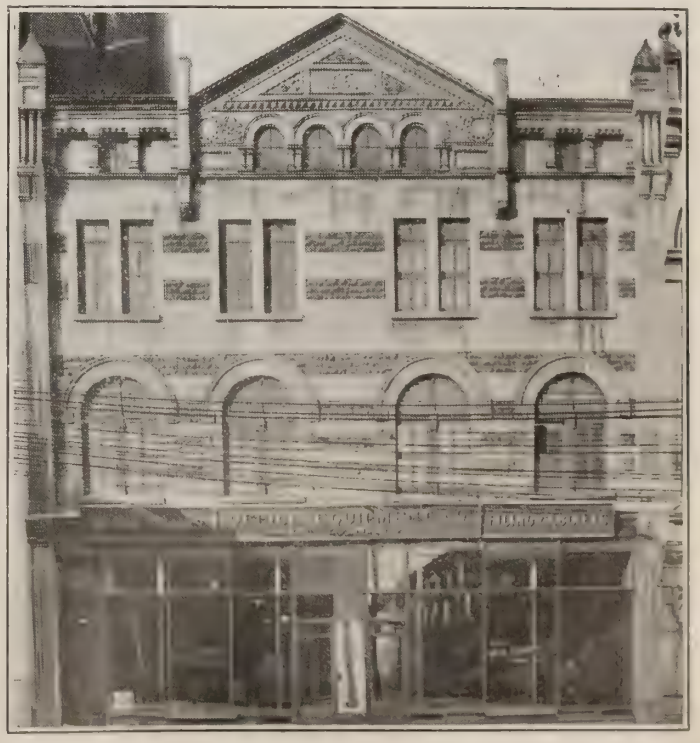
One good feature that commends itself to every wise business man and might with profit be adopted by him, is the sending out of a post card to purchasers a few days after every sale. The card reads: "As every article bearing our name is guaranteed, we would thank you to advise us by return mail if the ——— recently sold you is giving entire satisfaction. Trusting to hear from you, we are, yours truly The Office Equipment Co. of Canada."

The company are strong advertisers in the daily press; two examples of their ads. are presented herewith. The enormous strides taken by the company



W. A. HAYMAN, J.P., President

Imposing front of new quarters of Office Equipment Co., at 305 Notre Dame St., West, Montreal



We Offer You a Line of Desks "Made in Canada"

High-Grade—Yet Priced Reasonably

See them to-day displayed in Canada's finest Office Furniture Showrooms, or telephone M. 4825 for a representative.

Office Equipment Company of Canada

305 Notre Dame Street West

West of McGill St.

has to a great extent been due to the service given the public; in fact the company's watchword is "Service."

The Office Equipment Co. was recently incorporated with the same officers as previously—W. A. Hayman, president, and P. N. Jacobson, vice-president.

CUT PRICES

"Price cutting," says De Limbert Boek, "does not at all mean 'meeting competition.' It simply means 'getting scared.' You know better than your customer whether or not your product is rightly priced. You ought also to know why similar or substitute products are lower priced. Make the difference clear in your own mind and you can make it clear to your patrons. If your competitor is selling exactly the same thing that you are selling, at a lower price, he is losing money and is driving straight for the rocks. Don't cut your own throat for the sake of keeping him company."

MANY MARRIAGES IN 1921

The furniture dealer is interested in marriages, for each new home established means much buying of furniture and home furnishings.

The role of prophet is admittedly a dangerous one, yet we are game to offer the opinion that during the year 1921 the number of marriages will be considerably above the average.

It has taken the last two years for thousands of men who were overseas to get "on their feet" again and to be definitely settled down at work which yields them enough income to warrant matrimony.

Keep these young lads and their loved ones in mind in planning for this year's business.

BUSINESS INTERESTS ASKED TO CO-OPERATE

A. E. Howard, acting chairman of the Purchasing Commission of Canada, which has superseded the War Purchasing Commission, has sent out a circular letter stating that in as far as possible all supplies demanded by the various departments under his control are purchased by tender and the business given to the lowest tenderer for goods required.

The Commission is of the opinion that supplies should be purchased in the districts where they are required. To assist in carrying out this policy, the chairman asked that the business interests co-operate in this regard. They should appreciate the fact that Government business is good business and that their endeavors to assist will react to the development of the country and their district in accordance with the services rendered. The Commission is strongly of the opinion that Canadian goods should be purchased in preference to foreign, which fact makes it necessary that Canadian firms should realize their responsibility in this respect.

STIRRING UP INTEREST THROUGH ADVERTISING.

Furniture dealers can increase interest in their advertisements by devoting part of the space to a "box" of reading matter on the home—something preferable of an informative character—although anything pertinent and entertaining will do. The effect will be that the public, especially women, will get the habit of looking up these ads, and the store will be raised higher in their estimation. The impression thrown out is that the dealer has thought not wholly on selling, but how best to serve his customers is his aim.

Make your ad "copy" sound like counter-selling talk. Aren't you talking to the people, or are you addressing yourself to space?

"One Quality— The Best" *"One Price— The Lowest"*

Largest Stock of Office Furniture to be Found in Montreal

FLAT TOP DESKS, 50 and 60 inches long, Oak or Mahogany

LOW ROLL TOP DESKS, all sizes, in Oak or Mahogany

TYPEWRITER DESKS, single or double pedestal

BOOKKEEPERS' HIGH DESKS, 5 foot, 6 foot and 8 foot

OFFICE TABLES, in ten sizes, Oak or Mahogany

OFFICE CHAIRS of all styles, Oak or Mahogany

Filing Cabinets for Every Purpose
World's Safest Safes—Safe Cabinets

You are cordially invited to inspect our stock displayed in Canada's finest Showrooms

Office Equipment Company of Canada

305 Notre Dame Street West

Telephone M. 4825 West of McGill

KEEPING BUSINESS IN THE HOME TOWN

Brandon, Manitoba, newspaper and local dealers unite in campaign to induce trading at home

IF you trade out of town and I trade out of town what will become of our town? is the question which The Brandon (Man.) Daily Sun puts up to its readers and the citizens of that town. The Sun is conducting a "Trade at Home" campaign, and is being helped in that regard by the retail dealers of the city.

Under the heading "Taxes raised by hard times," the paper tells how lack of business increases taxes, whereas prosperity spells low taxes. "Taxes are always heavy—to the man who has to pay them—but taxes to some communities are much higher than in others. If you have ever stopped to investigate the matter you have discovered that the lowest taxes are found in the most prosperous communities. And there's a reason.

"The prosperous community has the lowest taxes because there is a large amount of wealth in the community against which the taxes may be assessed. There are prosperous merchants with large stocks of goods upon which taxes are levied. Property values are high and there are thriving industries which pay a large proportion of the taxes.

"The higher the property values and the greater the wealth of the community, the lower are the tax levies, for a lower tax on each hundred dollars of valuation is required to produce the necessary revenue for the administration of the city and county governments.

Taxes in a Dead Town

"On the other hand, take a dead town. Property values are low. Merchants' stocks are small and they have little money in the bank. Industries which ordinarily pay a large part of the taxes of a community have closed down. There are vacant store buildings which were formerly filled with stocks of merchandise upon which the owners paid heavy taxes. Who pays the taxes that were once paid by the merchants, the manufacturers, the bankers and the men who had large holdings of high-priced property? The taxes to conduct the city and county government, to maintain the schools, to build and repair the roads must be collected from someone. Who pays them? The man who owns his little home, or the vacant lot or two upon which he has been planning to build his home must pay double or triple the amount which he paid in the times when the town was prosperous, to make up for the taxes which are not paid now by the merchants, the bankers, the manufacturers and the big property owners who bore the heaviest burdens of taxation when times were good.

The farmers in the country surrounding the town are also among the heaviest sufferers from the ebbing of the town's prosperity. A certain amount of money must be raised by taxation to provide for the expenses of the county. Roads must be built and kept in repair. Bridges must be built and maintained. Salaries or county officers must be paid. County institutions for the care of the sick and the poor must be maintained. In counties which contain one or more thriving towns, a large proportion of the taxes for the county are paid by the towns.

"When the county contains no prosperous and wealthy towns, the greater part of the burden of taxation for the county falls upon the farmer. The value of the farmer's property does not fall in proportion to the value of the property in the town, and the higher tax levy that results from the lower property values in the towns makes his taxes higher.

"The farmer forgets at times that he is vitally interested in the prosperity of 'his town.' He thinks that it is up to the town to take care of itself and that it is up to him to take care of himself, and he overlooks the fact that the prosperity of the town means as much to him as it does to those who live in it.

How a Farmer Can Help

"There is just one way in which the farmer can best promote prosperity in the town near which he lives, and that is by spending his money in that town instead of sending it away to a far-distant city. Every time the farmer sends an order to a mail order house he helps to destroy the prosperity of his own community and to boost his own taxes. When he spends a dollar away from home he gets none of it back. When he spends a dollar at home, a part of that dollar comes back to him in some way.



Interior showing main sales floor of Office Equipment Co.'s store at Montreal

"The farmer is the one man in the community, above all others, who should have no love for the mail order houses, for they are doing more to add to his troubles than any other one agency."

About 100 retail dealers in Brandon are supporting the campaign, among whom the furniture dealers are prominent—Campbell & Campbell, Macpherson & Bedford, Geo. Brockie & Co., and W. Norris are all backing the slogan that "the dollar spent in Brandon will remain home to boost."

A NEW FORD STORY

Young lady on a country road in a Ford car which has bucked and refuses to move, asks a farmer who is plowing in an adjoining field: "Do you know anything about a Ford?" "Nope—nuthin' except a lot of dirty stories, ma'am—giddap."

Helps That Have Proved Profitable

A couple of St. Patrick's Day Ideas

IS your trade sprinkled with a goodly percentage of folk of Irish descent?

If it is try this on March 16th, the day preceding St. Patrick's Day.

Print the words of "Wearin' of the Green" in your advertisements.

Offer a 5 per cent. discount on every article in your stock that is of a green color.

Announce souvenirs for every man and woman of direct Irish descent.

You'll find that you have pulled off a good advertising stunt.

Another Suggestion

A simple souvenir recommended for furniture dealers in neighborhoods well sprinkled with Irish population is to find the words of the song "The Wearin' of the Green" in an old song book. Give them to your printer with the instructions to print you a four-page pamphlet 3½ x 6¼. Place a shamrock leaf between the leaves of the folder and insert in an envelope.



A Markdale dealer takes page space in his local paper to increase sales

Give out envelopes to your customers, or better, print your ad. on front page of pamphlet and have boy deliver the envelopes to homes in your neighborhood. Any florist can get you the shamrocks if you will tell him your wants in ample time.

DEMONSTRATING PHONOGRAPHS OUTSIDE STORE

J. O. Glass of Welland, Ont., has a novel way to let the public know he has phonographs and records for sale. Selecting one of his machines from stock recently, Mr. Glass placed it right on the sidewalk and putting the loud touches to the machine, he introduced "music in the street." "Bola-bo," "Avalon" and other late records were played, drawing people from around different corners to see "what was doing." Mr. Glass had not provided seats for his audience, but had he known such a large crowd would arrive he undoubtedly might have arranged for a grand stand. Of course, that evening many wished those records he played, and the clerks had to get busy in a hurry.

The store, which is a branch store of J. W. Glass of St. Catharines, was opened recently and placed under the management of J. O. Glass, a son.

Mr. Glass is a live wire, and, although he has just recently established in Welland, he has made a host of friends and customers. He has started in right—he is advertising—that points always to success in business.

STORE HOLDS DRAWING COMPETITION

Liberal cash inducements to get school pupils interested in the store, and at the same time convince them that the store is vitally interested in them, are features of a unique drawing competition arranged for by the Stanley Mills Co. Ltd., Hamilton. The competition is open to all bona fide pupils of the Technical and Art Schools and the Collegiate Institute of Hamilton and prizes valued at $220 will be awarded for the most original designs in lettering of the words "The Stanley Mills Daily Store News," with a monogram or device worked in to give the design individuality. The designs must be six full newspaper columns in width and not more than one inch in depth, to be executed in pen and ink. The competition will close on March 31. The design chosen as winner will be used in local newspaper advertising for an indefinite period.

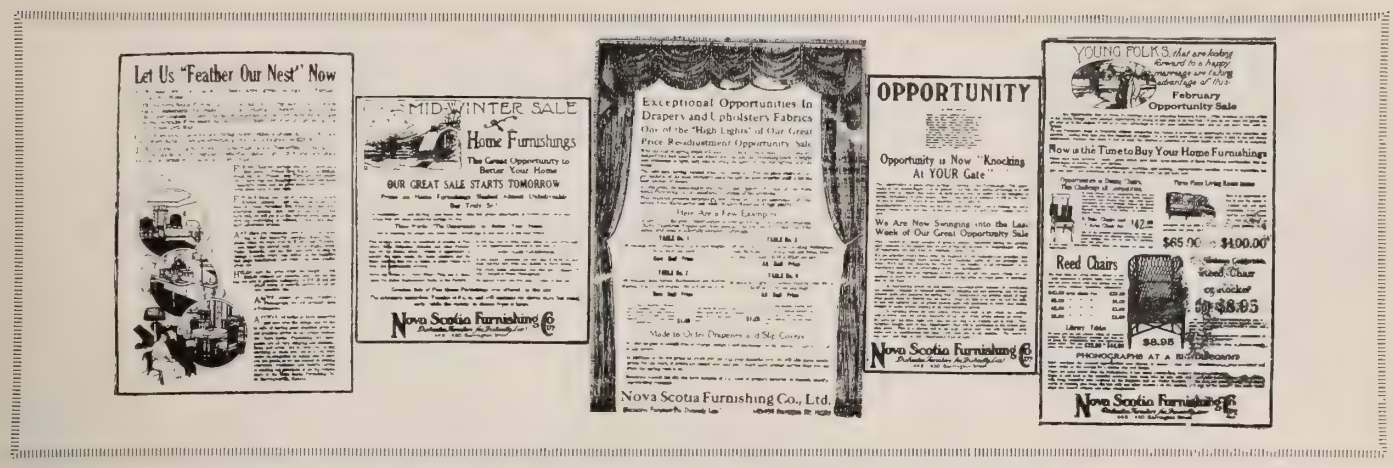
SOME PASSING ADVERTISING HELPS

Among the recent furniture advertising being done by Canadian dealers, copies of which have been sent to this office are:

The Amherst Furnishing Co., situated in the Maritime Block on Church Street, Amherst, N. S., and of which D. E. Parks is proprietor, have issued a two-page folder, newspaper size, for house-to-house distribution. It is printed on high grade stock, and the illustrations and wording convey a distinct message.

The Crescent Furniture Store at Winnipeg in their newspaper advertising head off their ad. with "Back to 1917 Prices—We have taken the plunge."

The Royal Stores, Ltd., of St. Johns, Nfld., are taking almost page space in the local daily to give publicity to their furniture prices.



Examples of series of ads. used by Nova Scotia Furnishing Co. to boost February sales

RECONSTRUCTION SALE *that* MADE MONEY

How the Nova Scotia Furnishing Co. conducted a publicity campaign that made more business

IN a twelve-day record value-giving sale the Nova Scotia Furnishing Co. Ltd., of Halifax, N. S., last month put over an advertising campaign that was decidedly successful in selling high quality furniture, rugs and draperies. Vice-president E. A. Wilson in commenting on the sale says: "Our sale is pretty nearly finished, and the results from our advertising have been most satisfactory; in fact, even against heavy handicap by every other house having run sales since the middle of December, and other conditions. The response to our advertising has been splendid, and we have secured the confidence of the public by avoiding all flamboyant talk and exaggerated statements. We have absolutely adhered to truthful statements and no excessive mark-up. That is the only way we do business."

Mr. Wilson planned the campaign and wrote out the series of advertisements that appeared in the press from day to day. His first shot stated that now was "a great opportunity to better your home," and that the company would during the sale offer "the greatest genuine price reductions ever offered in the city."

Introducing the Campaign

The sale commenced on February 15 and continued until the 28th of that month. The introductory announcement of the sale, which gave the reason for the sale, read—"You have been offered many savings on home furnishings before, but never such values as we are offering you now. It is a bona fide slashing of the price on every article in our stock, except Ostermoor mattresses and Wernicke bookcases. Never before have our floors been filled with such high grade furniture, carpets, rugs and draperies—never before have we been compelled to take such a loss in disposing of it. It is a genuine loss that we would not take unless it were absolutely necessary to meet the readjustment period, but our loss is your gain. In this opportunity sale we will quote prices that will cause amazement, prices so radical that it will pay you to buy now, even if the goods are not wanted for some time. We never put a price on articles on our floors that is not as low as a fair profit warrants, never inflated prices—marking goods away up beyond normal value to make discounts really only bring them back to ordinary prices—so when we quote discounts such as we are offering, it means a great gain for the buyer who takes advantage of the opportunities offered in this sale."

This "Opportunity Sale," as it was called, offered all the stock on all the floors of the store at reduced prices, and the statement was made that the firm "know that replacement prices will not be any lower than they are to-day, as manufacturers have fixed their prices for six months at least." The company guarantee that the goods offered are from 10 to 25 per cent. below actual replacement prices at the factories, and that if at any time within six months any article purchased during the sale is offered at a lower price, the difference would be refunded the purchaser. A further offer was made to purchasers that if they were not ready to take delivery, the goods purchased would be stored free of charge.

Getting Out-of-Town Business

An inducement for outsiders to participate in the sale was the fact that the company gave purchasers a free trip to Halifax to buy. Any person purchasing $100 worth of goods in the store and coming from any railroad station in Nova Scotia was allowed full return fare, and any man buying $200 worth of goods was allowed full return fare for himself and wife.

Another offer was made to direct attention to the store's phonograph department. For every dollar expended in any department in the store a coupon was issued giving a chance on a $185 Pathephone. At the end of the sale a drawing from all these coupons took place and the holder of the first numbered coupon drawn won the machine.

An extra phonograph inducement was that purchasers of the machine handled by the store received $25 worth of records for the machine free.

Emphasizing Special Features

The day before the sale commenced the newspapers carried the announcement that the Nova Scotia "Mid-winter sale of home furnishings would commence on

(Continued on page 41)

Canadian Furniture World

TORONTO MARCH, 1921 CANADA

Period of Development Coming

Now when we are getting farther away from the war the neglected development during the war period must be attended to. The Office Specialty Mfg. Co. Ltd., Newmarket, state the situation very accurately and concisely as follows:

The present decline of prices in some lines has been seized upon by the calamity howlers, (and sad to relate some of them are men whose opinions carry weight) with the result that the cold feet brigade has joined in and naturally business MUST be bad. It's funny how a small amount of pessimism takes such a lot of optimism to overcome it.

These "hard time" howlers have overlooked many things in their raid on prices. In the first place the increased cost of labor, raw materials and operating expenses, in conjunction with an enormous demand, caused a legitimate price elevation.

But on top of this legitimate price in a number of commodities was piled a false inflation inspired by a very human inclination to "get while the getting was good." Naturally when the people tired of their crazy orgy of buying, the getting ceased to be good, the getters started to squeal "hard times." Misery loves company and they would like to see all manufacturers in the same position they now find themselves.

The "hard time" howlers have apparently also overlooked the fact that our past era of prosperity was more or less artificial, being the outcome of the Great War. War times are not peace times and the work of peace time has been sadly neglected.

This means that a long period of international development will take place—building houses, factories, railroad construction, in fact a host of development work that had to be sidetracked during the war and reconstruction. Never before was there so much work to be done along internal development lines.

Pass up this idle talk about "hard times." Times were never better. The only thing is—we're back to where you have to go AFTER business to get it, instead of it COMING to you as it has done in the past four years. Go get it!

* * *

How Many Do You Sell?

Clerks in an enterprising store used to be urged to frequently consider the number of people who came to their counter and went away without buying anything and endeavor to figure out the reason for so many non-sales. The same thing should be considered in regard to window display.

It is not the fellow who shoots the most but he who hits the most, who bags the largest number of birds when on a hunting expedition. The actual number of killing hits are all that count with the hunter who cares for more than to shoot to make a big noise. The number of sales a window or other advertisement makes is the big consideration with the retailer who is not doing business for his own enjoyment. It surely is not the number of people who pass our place of business every day, nor the percentage who stop to admire our attraction in the show windows, nor even those folks who walk into our store that count in actual sales. It is the percentage of customers, people who buy and buy more than they first intended to buy that runs the tape around the reel on our cash register and makes for an attractive bank deposit every morning. Every time a man, woman or child passes our store we have a shot. How many of these passers-by are really passers by and get through our screen? Is it not time we used a different brand of shells and assured ourselves of more actual hits than we are averaging at present? Do we sell as many as we should?

* * *

The Merchant's Insurance

It costs the retailer more for to keep his stock fully protected against loss by fire than it did six years ago, not because rates are higher, but because under the higher prices ruling the total value of stock carried runs to large figures.

For this reason many merchants are tempted to carry less insurance than their good sense tells them they should. This is certainly a mistake. Every dealer should protect himself and family as well as his creditors by keeping his stock adequately insured. The story is told well in the following advertisement of an insurance agent:

FALSE ECONOMY

"An aged widow for many years operated a general store in southern Manitoba. Recently fire destroyed her $30,000 stock. She had but $6,000 insurance. Because her rate was higher than her neighbor's she thought she was saving money by refusing to safeguard the savings of a life time. Now she is dependent on the charity of her relatives. Moral: Keep safe."

* * *

Telling Customers About It

There is a mayor of a certain city whose popularity with the public is attributed to the fact that every time he does anything in the interests of the public he lets them know about it. It is not only his duty to do these things but he makes it a point to get all the credit possible. And it proves of advantage to him when election day comes around.

There is such a thing as tooting one's horn too much but the average merchant errs too much on the other side. He does not tell the public enough about what he is doing for them. For instance, when he installs some new equipment, one of the reasons for doing so is for the benefit of his customers. Then, why not tell them about it. Few merchants play up these features in the manner they should. There is some valuable publicity to be secured by many dealers in this way. What about you?

THE POWER OF THE DEALER AGAIN

"The clerk behind the counter can damn the best advertising copy that was ever invented. He can absolutely kill the best copy that was ever written."—G. W. Hopkins, general sales manager of the Columbia Graphophone Co., in System, March, 1921.

A TALK ON FURNITURE MAKING

Being an address delivered before the "Fortnightly Club" of Peterborough last month.

By H. G. WALKER



WE have all had our difficulties during the past year and they have left their impress upon us in various ways.

As I look into the future of the year 1921 I do so with an optimistic eye. If we absorb the spirit of the following stanzas I believe it would be a personal benefit to us.

We can not, of course, all be handsome,
And it's hard for us all to be good,
We are sure, now and then, to be lonely
And we don't always do as we should.

To be patient is not always easy,
To be cheerful is much harder still,
But at least we can always be pleasant,
If we make up our minds that we will.

And it pays every time to be kindly,
Although you feel worried and blue,
If you smile at the world and look cheerful,
The world will soon smile back at you.

So try to brace up and look pleasant,
No matter how long you are down,
Good humor is always contagious,
You banish your friends when you frown.

Our Slogan is "Better Furnished Homes Mean Greater Happiness"

and I shall try to prove this to you to-night.

I believe that "if the homes in the rural districts were as well equipped with modern conveniences and modern furniture as they should be that there would not be the difficulty in keeping the young men and women on the farms of this agricultural country that now exists. It is not because these people do not need these things, nor because they cannot afford them, but because they have not been educated to the fact that cheerful, comfortable, congenial furnishings and surroundings are necessary to keep the mind and body in a good, healthy condition. They have forgotten the truth 'that man does not live by bread alone.' "

It is true that great changes, and great progress and development have taken place in the furniture industries of this country since the days when the Red Man was supreme on this continent. For a table, a bench, a couch, or a bed, he had old mother earth. After the hard day's tramp and wearied with the chase he sat beneath the starry skies or cloudy heavens, gazing into the camp fire and there read in the leaping flame or dying embers of victories won or of defeat and sorrow yet to come; then crept into his tepee, or tent, and stretched himself upon his bed of furry skins spread upon the earth or at best padded with leaves or fine boughs of evergreens, to sleep.

The settler followed with his rude hut of logs, with few or no windows, floor of earth and fireplace on the earth in the centre of the hut, which consisted of one room with a hole in the roof for the smoke to escape. At night he wrapped himself in his blanket and lay down on the earthen floor with his feet towards the fire to sleep. A rough table hewn from the log, and a few blocks of wood about 18 in. high when stood on end to sit on constituted the furniture used in his abode.

As time passed on better log houses were built, some of them with a fireplace in the side or end of the house, with long bunks along the sides which were used for a seat or table during the daytime and were turned out at night for beds. Others were built with two or more rooms, and beds were made of small trees for bed posts and poles for side rails with thongs of rawhide woven back and forth from side rail to side rail to support the evergreen boughs, skins and blankets used on the bed.

The turned bed post and round rail, with pegs with enlarged heads, making knobs, appeared with the introduction of the turning lathe. From peg to peg was laced or woven the bed cord, about the size of a clothes line or plough line.

The panel bed appeared with the introduction of the sawmill. These beds were at first made with rough sawn lumber, dressed and jointed by hand, with slats across to support a tick filled with evergreen boughs or new oat straw. As these soon became broken up into chaff or small particles it was necessary to change the filling very often. Then happy indeed was the settler who could boast himself the proud owner of a good feather bed made of goose down to put on top of his oat-straw-filled tick. This to the tired body made a warm and comfortable bed. Altogether a feather bed is not considered a very sanitary bed to-day.

Tables made of rough sawn lumber, hand planed, and benches, with a few chairs, hand made, soon followed. Then coil springs placed on slats and hand tied with cord appeared, and so on till to-day we have the iron bed, the brass bed and the factory made wood bed, all in various styles, qualities and finishes. We also have the woven wire bed spring, the coil spring wire tied, the link spring and the box spring. Besides, we have the mixed sea grass and jute mattress, the wood, wool and jute mattress, the wool mattress, the blown felt mattress, the fibre mattress, the white layer cotton felt mattress, the Java silk or Kapoc mattress the curled hair mattredd, the non tuft mattress, the Marshall mattress and the box mattress.

In addition to the aforesaid we have all classes, kinds and descriptions of bedroom, dining-room, drawing-room, living-room, den, library, hall and kitchen furniture manufactured right here in Canada in our own factories, of which, according to Government statistics, we have 238.

Let me state here that I believe a good many well-meaning people sacrifice comfort for style through ignorance when purchasing bedroom furniture. They purchase nearly everything else before they purchase their bed, spring and mattress. Often I have seen parties purchase an expensive bed then try to economize by purchasing a cheap spring and mattress, with the result that they have a miserable, uncomfortable short-lived outfit. They are never pleased with it (unless it happens to be in the spare room).

Half the money spent on the bedstead and that amount added to the price in order to secure a real good spring and mattress would have given them an article that would have been a thing of beauty and a joy and comfort to anyone using the same for a life time. The standard size width for beds is now 4 ft. 6 in., 4 ft. 0 in., 3 ft. 6 in. and 3 ft. 0 in

Iron bed posts are made of tubes from ¾ in. to 2 in. or 2½ in. with rod filled, unless the filler exceeds ½ in. in diameter.

Brass bed posts are made up to 3 in. unless with tubular brass fillers. Round post brass beds are manufactured of wrapped brass, while the square post brass bed is all brass square tube and square brass filler.

Wood beds are made of walnut, mahogany, quarter-cut oak, gumwood, plain oak, ash, elm, birch, maple, and these are the principal woods used in the manufacture of all classes of case goods.

But we must not run away with the idea that there was no good furniture or iron and brass beds manufactured until they were made in America, for we would be mistaken. Iron beds appeared in the 18th century in the old land, and one is mentioned in the inventory of the Castle of Nerac in 1569—an iron and copper bed with brass bedposts, ornamented with four brass satyrs and four little brass vases to place upon the bed posts. Inside the said bed, probably ornamenting the head, are alabaster figures of Holofernes and Judith.

The origin of many fine samples of carved oak, mahogany and walnut bedsteads has been traced back to the 17th century.

In spite of the costly and highly elaborate forms which beds assumed in former days, they were usually more attractive to look at than to sleep in. The rich could afford great feather beds of down, which were very insanitary, but the poor man had to content himself with straw.

Present Day Furniture Designs

A good many of the designs used to-day on this continent are period designs which are reproduced and manufactured with a view of producing an article serviceable as well as beautiful, which in many cases with the original, did not exist, they being either too frail or too cumbersome to be suitable for use having been designed for appearance only. While there are a few good designers in this country, most of our samples come from Grand Rapids, Mich., Chicago. Ill or Jamestown, N. Y.

Most of he good furniture manufactured in this country to-day is of a period or national design, being named in some cases after the monarch reigning at the time it originated, after the originator, or the locality where it originated.

The following table gives a list of period designs showing the dates when they originated, with the name of the monarch reigning at that time.

Monarch	Date	Period
Elizabeth	1558-1603	Early Renaissance Elizabethan
James I.	1603-1625	Jacobean Louis XIV
Charles I.	1625-1649	
Commonwealth	1649-1660	
Charles II.	1660-1685	
James II.	1685-1688	
William and Mary	1689-1702	William and Mary
George I.	1714-1727	Queen Anne Rococo or Louis XV.
Queen Anne	1702-1714	
George II.	1727-1760	Chippendale's work about 1754
George III.	1760-1820	Heppelwhite's work about 1789 Work of Robert and James Adam about 1790 Sheraton's work about 1791 Louis XVI.
George IV.	1820-1830	Colonial, in America strongly influenced by English, especially by Queen Anne style "Empire" Early Victorian
William IV.	1830-1837	
Victoria	1837-1901	

"Bran-Espan" is rather a national design than a Period style, and derives its name from the classic Spanish furniture and that of the bordering Italian provinces of Umbria.

The second part of this splendid address will be published in the next (April) issue of Canadian Furniture World.

WHY SALES ARE LOST

One of the leading American department stores recently analyzed the percentage of selling failures in its organization by taking 200 typical failures and discovering the reasons therefor. The result of their analysis is given as follows:—

Indifference of salespeople lost 47 sales; attempts at substitution lost 18 sales; errors lost 18 sales; tricky methods lost 18 customers; slow deliveries lost 17 customers; overinsistence of salespeople lost 16 customers; insolence of employees lost 14 sales; unnecessary delays in service lost 13 customers; tactless handling of customers lost 11 customers; bad arrangement of stock lost 9 customers; ignorance of salespeople concerning goods lost 6 customers; refusal to exchange purchases lost 4 customers; poor quality of goods 1 sale.—The Upholsterer.

MANY MATTERS DISCUSSED AT TORONTO

Retail Furniture Dealers of Ontario hold Second Annual Convention—The Executive for 1921

THE first day's session of the 1921 convention of the Retail Furniture Dealers' Association of Ontario was held in the King Edward Hotel, Toronto, on Friday, Jan. 14, last. The attendance was not so large as expected, but what was lacking in numbers was made up in enthusiasm and interest by those present.

President Guy Luke of Hamilton called the meeting to order and immediately delivered the inaugural address, starting with the need of an association and telling of what had been accomplished by the Executive since the formation of the association in Stratford in January, 1920.

One of the first matters taken up was that of "uniformity of finish." This had been discussed with furniture manufacturers who agreed that something should be done to bring about such a scheme or plan that would be helpful all around.

Another matter that the Executive dealt with was that of the Luxury Tax. A committee had been appointed to go to Ottawa and work in conjunction with the R.M.A. in having the tax lifted. Mr. Luke was glad to say that as all knew by now they had been successful.

In conjunction with the R.M.A. the association was fighting the raise of 'phone rates, and while no decision had been as yet arrived at, the president expected a favorable report.

Excessive freight rate charges had been taken up with the railways and some lowering of the rates had already been put into force. For this the R.M.A also helped.

Mr. Luke thought the association members and the furniture trade generally should co-operate with the advertising being done by the Home Furnishings Bureau of the Furniture Manufacturers' Association. Some $120,000 a year was being spent by the Bureau, and he was sorry to hear that some dealers do not yet see their way to co-operate with this campaign. Great credit was due the Bureau by all retailers for what had been done so far.

The advertising, too, Mr. Luke thought, was of the right sort. It was being published in the local papers throughout the country, the papers that went into the hands of the working man. He was a strong believer in the man with the dinner pail—the bone and sinew of the country—never mind the millionaire. Mr. Luke thought the Bureau wise in what they were doing, and he believed the manufacturers were deserving of a vote of thanks being passed for this co-operation.

One of the functions of an association should be helpfulness in settling complaints. Recently a complaint had come to the president from Fredericton, N B., outside the association, and this grievance had been settled satisfactorily to all parties in five minutes.

Intricacies of Income Tax

One of the difficulties of the year had been in connection with the Income Tax. Mr. Cawkell had helped in trying to straighten out this matter. The present law as it stood was hard on the instalment houses, as many engaged in the instalment business in filling out their forms did not know whether or not they had properly filled them out. Mr. Luke didn't think the Government was any better enlightened than the instalment men; in fact, he thought the Government in this matter was working in the dark. What the trade wanted was to have the tax standardized.

Mr. Luke instanced a dealer whose tax the Government said amounted to $8,700. This was disputed,







Three members of this year's Executive. Left to right—Frank Goodwin, St. Thomas; President Guy Luke, Hamilton, re-elected; and J. G. Henry, Sudbury, who will look after the interests of the dealers in the north country

and after some correspondence and explanations the tax was placed at $3,500. He believed the Association should form a committee to assist Mr. Cawkell in this matter of the Income Tax.

There are said to be a number of grievances affecting the trade, continued the president. Personally, he had had a lot of dealings during the year with the manufacturers, through Mr. Cawkell, and he found the manufacturers a little better men than some of our retailers think they are. There may, of course, be some grievances, and there certainly were some abuses in the past, but he had found the manufacturers willing to listen to complaints and accept any remedial suggestions that might be given.

The question of "Clear-Outs" is a live one, and manufacturers do not yet see eye to eye with us, but he had hopes to get some concrete statement that might be satisfactory to the trade at an early date. As at present the small dealer in the small places had no chance at all at these "clear-outs," but if the plan suggested went through he had hopes of this being remedied shortly; and that all 'clear-outs" would be offered at the same discount to all dealers throughout Canada, thus giving the small dealer the same advantage as the big dealer.

At the present Toronto Exhibition there was no sacrificing of goods on the floor. The samples will be sold to dealers in Ontario at the usual trade rates or else shipped back to the factory. The disadvantages in the past to the manufacturer exhibiting at Toronto were that he had to pack, ship, pay rent, light, etc., and after two weeks, when tired out, send his samples back to the factory. Rather than do that he would accept almost any price for the exhibit as it stood on the floor.

But things are now changed, and after a talk with the exhibitors the manufacturers decided not to sacrifice. For the dealer, especially in Eastern Ontario, there was quite an advantage in buying as he would be allowed shipment charges as from Toronto, but this would be all. There was one exhibit sold before it reached Toronto, but it had been sold on the regular trade terms.

The Executive have had a lot to do with uniform discounts. This was a grievance of past years, but quite an improvement had been made the past two or three years. He believed there should be some concessions granted buyers in carload lots, but these should not be so great that they will take the bread out of the mouths of other dealers who cannot buy so largely.

The president reported quite an increase in membership during the year, and he saw no great difficulty in the way of making this a big association. The furniture dealers as a class were the largest buyers in all Canada, and the manufacturers with their big plants had invested $23,000,000 in this country.

There had been a meeting of the Executive the previous day and the members had discussed the question of getting a permanent secretary. He thought Mr. Cawkell would be a man who could look after the interests of both manufacturers and retailers.

Mr. Luke thanked all who had helped make the past year a successful one for the association, and he hoped 1921 would be from a business point of view "the best yet."

Two Manufacturers' Views

On invitation from the president, Mr. Greutzner of Hespeler spoke, thanking Mr. Luke for his invitation to speak, and in return invited all dealers to be present at the banquet in the evening. He was pleased to hear the president cover the ground so well, and he could not help thinking of the old days in the Old Land when the retailer was the big man. The manufacturer then had an 8 x 10 room, living at one end. When he made a chair or other piece of furniture he brought out his wheelbarrow and loading the chair on it wheeled it to the dealer, who made an offer and perhaps ordered eight or ten more pieces. In this way the dealer might have one or two hundred of these little factories making furniture for him.

Even here in Canada, not so long ago, the manufacturer hired his labor, bought his lumber, made the goods, and then came to the big cities and said "What will you give?" But our association has changed all this, an association such as yours.

Now we have a cost man who goes from factory to factory comparing prices, and we find that the prices are not so very different. We are not afraid to show our costs as we were some years ago.

Mr. Greutzner spoke on the matter of selling goods at the Toronto exhibition and, on "clear-outs." On this latter all members of the Manufacturers' Association had to submit their lists to the association and if Mr. Cawkell or Mr. Ferguson thought the goods were not "clear-outs" they were told so.

Cause and Effect of Present Conditions

Frank Coombe of Kincardine agreed with the president in thinking that it would be wise and good if there were closer co-operation between retailers and manufacturers. He would like to speak of the present condition of business and the things we were up against.

The first intimation of the present crash was when John Wanamaker advertised a reduction of 20 per cent. on his goods. Mr. Banfield, president of the Dominion R.M.A. wired him to ask the reason, and the reply he got was that there was a depression coming and he wanted to get from under.

The second stage was the banks. They made loans throughout the West earlier in the year, but when they found the crops were not so good they called in their loans, and the farmers when they saw bad crops ahead, curtailed their buying.

A third contributor to the pessimistic feeling was the newspapers. The press was largely responsible for much of the present feeling in trade matters.

But what is the remedy? We should use every effort to stabilize conditions. Retailers at present are expecting lower prices and are not buying. Mr. Coombe had recently been speaking with a big retailer in one of our large cities. This retailer asked the question "How far back to 1914 are we?" And his reply was 75 per cent. He didn't think we ever would go back to 1914 prices and conditions. Certain materials have taken a drop, other materials are going to drop; some others are going up. Lumber at present is at rock bottom. Labor, never overpaid but rather underpaid, may accept a lowering of wages, but we will never go back to 1914. On prices we are pretty well agreed that these are now fairly stable.

President Luke thanked both the manufacturers who had spoken, and he agreed with Mr. Coombe that prices would not be lower, but higher. He had recently been across the line and speaking with a bed manufacturer in Jersey City he was told that iron beds were cheaper to-day than they would be 60 days hence. He had statistics from retail associations in Chicago and Minne-

apolis. Dealers were not buying, but when they do there will be such a rush that prices are bound to go up.

He had attended the big retail furniture convention at Chicago where is the biggest retail association in the country, and because it is big it is alive. He came back with the idea of making this association a success, but to do that every member must put his shoulder to the wheel or we would have to quit.

Some Questions and Their Answers

T. E. Simpson asked if there was any connection between this association and the R.M.A., and if dealers should join one or both.

President Luke said all should join both associations. Both are good. There are, however, certain matters that we must take up ourselves and in which the R M.A. could not help. Some matters such as wholesalers selling retail could be taken up jointly with the R.M.A. He thought in such cases where goods were slaughtered by wholesalers they should be denied a transient traders' license. There had been a sale of this nature in Toronto lately, and even the Government had been disposing of goods at less than cost. In fact the Government at some points was one of the biggest competitors we have. We should work for legislation changing this.

Mr. Simpson rather questioned this latter statement, as it had been the practice of the Government to sell by tender.

Mr. Smith said that at Port Arthur and Fort William the Indian agent was selling Government supplies, including blankets, beds, mattresses, etc.

The president said it may be the practice for the Government to tender, but that supplies were sold in Toronto to consumers without passing through the trade.

When Are Prices Coming Down?

Mr. Richardson, North Bay, knew of Government circulars going first to dealers asking them to tender on supplies. But what he was more interested in was this question of co-operation and prices. We have hardware prices down, paint down, varnishes down, glass down, lumber down, but furniture is not down. It is not being sold at cost of production plus a reasonable profit.

We pride ourselves on being smart business men. As a matter of fact we are collecting agents for the manufacturers, getting a commission for our labors.

Manufacturers had blamed labor for the high prices, but when they found they could get the price for one chair as they did for five they made one and so made goods scarce.

If goods are not coming down in price then we are facing hard times. Mr. Richardson instanced the high prices on Christmas goods before Xmas., with people preferring to wait till after the holidays to buy, waiting for lower prices. He would like to see co-operation between retailers and manufacturers, but it must be real co-operation.

Another matter was, he thought, the thorough examination of all goods before being packed and shipped. There should be an ironclad agreement insisted on in this particular—there should be co-operation. At present the dealers take all responsibility.

Comments of a Practical Man

Mr. Curtis, Havelock, endorsed all that had been said by the previous speaker. He had a table sent in to him which was three-quarters of an inch out, and he had it shipped back.

The public to-day are better educated than the past generation. They know when they have to pay $10 for an $8.25 bed, and pass up the sale. Asbestos wouldn't hold what he would like to say about some things in the furniture trade.

He was a practical man himself. A six-foot oak table consumed 40 feet of good lumber. Manufacturers asked $26 for such a table when it could be sold at $14 and then return a good profit.

Why did the manufacturers raise the prices in 1920? We are selling some of our goods at 20 per cent. and less. Here was a chance for manufacturers to co-operate. At present we retailers are the scapegoats between the public and the manufacturers .

Another speaker wanted manufacturers and dealers to meet together. He thought retailers are in a better position to-day than they were a year ago; conditions had greatly changed, though we cannot get people to buy.

N. Keene, London, said the Executive had met Mr. Cawkell and members of the Manufacturers' Association, and the Executive had seen the manufacturers' costs. While not a practical furniture maker, Mr. Keene thought the overhead charges were just. Personally he was interested in building up a strong retail association and he was disappointed at the attendance to-day, seeing how well the association started off a year ago.

Difficult to Arrive at Costs

J. G. Henry, Sudbury, said it was difficult at present to arrive at the cost of production. He instanced some bricklaying he had done last year, and found it cost him $1.35 an hour, the man laying 500 bricks in eight hours. Before the war it cost him 60 cents an hour, the man laying 2,000 bricks in ten hours. We are at sea as to how to reckon costs, and manufacturers don't know their costs as yet. He did believe that manufacturers should have done something earlier instead of repenting at the eleventh hour.

Mr. Henry was a member of the first retail furniture association—in fact was president—but the officers of that organization got no co-operation from other dealers, and the association waned.

We had some real abuses in the past. Manufacturers sold their friends, their travellers' friends, hotels and railways. The big concerns (hotels, railways and mines) had catalogues, and to get their business we had to sell at 10 per cent. Mr. Henry had travellers in the old days come in and sell him and then go out and sell direct to other big buyers not in the furniture business. He thought well of the plan to have a joint meeting with the manufacturers.

Mr. Vaughan did not object so much to a traveller getting goods at wholesale for himself, but he did object to him selling his brothers, his cousins and his aunts. He liked to see the travellers come in to his store, but he didn't like to see them sell outside the trade.

Mr. Corbeau of Penetang, also disliked the question of cutting and the stealing of trade in another's territory.

President Luke disagreed with Mr. Richardson that the dealer was an agent for the manufacturer. He would not allow any manufacturer to set prices for him. In their recent interview they had asked the manufacturers to guarantee the prices prevailing un-

til July, and were told that if the factories were producing the manufacturers could quote lower prices.

T. E. Simpson asked if prices could not be guaranteed for the next three or four months.

Mr. Luke said the manufacturer did not like to be in the position of dictating to the dealer.

Mr. Wray, Belleville, thought we should have lower prices, especially as manufacturers were placing a charge of $420 on lumber that cost them $165.

The president said he had brought up the question of asking too much of a manufacturer and the manufacturer showed him his costs. One matter that he believed manufacturers could help in, though, was in cases where the bank was pressing dealers or other manufacturers. He thought it a case in which the association might very well help.

Nominations and Elections

Nominations for 1921 were asked for by Mr. Luke, he stating that he believed he had done his own share of the work during the past year and wished to see new blood in the presidential chair.

Mr. Keene thought it would be a misfortune to supplant Mr. Luke. While the president was very diplomatic at retail meetings when it came to meeting the manufacturers he spoke right out.

On motion of J. G. Henry, seconded by O. G. Keene, Mr. Luke was re-elected unanimously as president for another year.

Bob Coryell suggested that the present gathering constitute a membership committee to increase the association. Mr. Luke he thought the man for the president's job and it was up to the rest of them to take off their coats and help.

Mr. Henry promised to see all the dealers in his town with a view to having them become members.

Mr. Luke thanked the gathering. He would do his best in 1921. The Executive gatherings last year had not cost much, the members paying their own expenses. Some 2,000 circulars had been sent out. He had talked over with his officers the matter of the association and he believed that the Executive should consist of eight or ten good men. A general meeting was proposed to be held next July in Kitchener.

To illustrate how an association could help Mr. Luke instanced a case in Hamilton where he had saved a dealer, not a member, 35 cents cartage on goods shipped in a damaged condition through taking up the matter with the cartage company and the G.T.R.

On nominations for Executive Mr. Simpson suggested that the present Executive act as a nominating committee and report at the afternoon session.

MANUFACTURERS' ANNUAL MEETING

Review of 1920 business and forecast for 1921—Reports and resolutions—New officers elected.

THE Furniture Manufacturers' Association held their annual meeting last month in the Toronto offices of the association, nearly 50 furniture manufacturers being present.

W. J. Anderson, retiring chairman, in his annual address, covered the work accomplished during the past year.

The year just closed, said Mr. Anderson, began under the influence of the boom created by the great war, with our factories choked with orders, but with stocks depleted and raw materials scarce and very high in price. This condition prevailed throughout the early months of the year. To meet the conditions imposed upon our industry two price advances were made, one in January and one in March. Toward the beginning of May there was a noticeable falling off in orders, and by July it was evident we were entering upon a very slack summer season.

As there was every prospect of a bountiful harvest throughout all the provinces of the Dominion it was believed that with the harvesting of the crop business would again revive and the autumn months would see the stocks of furniture that had accumulated during the slack summer months moving out. In this we were disappointed, for, as the months went by, instead of improvement in business orders dwindled in volume until our factories were forced to curtail production by reducing working staffs and hours of labor, and finally the closing down of many factories temporarily, during the last month of the year.

Best Organized Industry in Canada

With conditions as described it can be readily understood that it has been a busy year for our association. Many meetings of the executive were necessary. When meetings were called to deal with the problems that were continually coming up it was most encouraging to your officers to find that there was in every case a full and representative gathering in attendance. This fact proves that our members recognize that the association idea has brought to the industry a greater measure of strength and prosperity than it has ever before known. We are said to have the best organized industry in the Dominion; surely then it is for us to see that we are loyal to our association and that we all co-operate for the common good, and by so doing be prepared to meet the difficulties that may confront us during 1921.

Your association has been watchful of the interests of its members throughout the year. Its various committees—executive, labor, publicity, credit and tariff—have convened many times, and have always given their best consideration to the problems presented. Notwithstanding the watchfulness of your labor committee there was a little disturbance in labor circles. Early in April a communication was presented by Mr. Marsh, labor organizer, accompanied by a draft of an agreement which he wished placed before the Ontario furniture manufacturers. Our members voted to take no action in the matter. Following this incident the unions created trouble in three centres—Cornwall, Ottawa and Owen Sound.

The strike in Cornwall occurred in June and continued for one week, when it was settled, the men going back to work with some slight modification of the old terms. In Ottawa a strike occurred in July; it extended to woodworking plants generally. The

manufacturers there refused to recognize the strike or claims of the strikers, and the result was a victory for the employers. In Owen Sound strikes also occurred in July in several furniture plants. After running a period of three weeks these were broken, the men going back to work on the terms offered them by their employers before the strike was called.

Following these unsuccessful attempts to force the manufacturers to recognize the demands of the union, labor seemed to settle down, and during the latter part of the year the workman has been more concerned about his job continuing at present rates than about increased pay or shorter hours.

With the falling of prices of manufactured articles and reductions in the cost of living there is a feeling abroad that labor must bear its share in the reduction. What action our industry will take in this regard is a matter for your labor committee to consider and which will, no doubt, come before you as one of the first problems of 1921.

Publicity to Build Business

A new feature among the activities of the association during 1920 was the putting on of a publicity campaign which had for its object the building of a bigger market for furniture. A committee was appointed and given full power to proceed with the formation of the Home Furnishings Bureau with what results you are all aware.

The retail trade was generally appreciative of this advertising effort and one retailer described it as the most forward step that had ever been taken in the furniture industry in Canada.

In the month of June, when there were rumors of luxury tax about to be placed on furniture by the Federal Government, a delegation from the association visited Ottawa. Several interviews were had with the Finance Minister. Your committee was able to show that furniture is not a luxury and, as you know, very few articles of furniture came under the luxury tax.

Owing to the broadening of our work a change of quarters was necessary about the middle of the year and which were found at our present rooms, 8 Colborne Street. Just here I would like to say a word in appreciation of our secretary, cost accountant and their staffs. It has been a busy and difficult year for them. They have met every demand cheerfully and rendered loyal and efficient service in the interests of the association.

Prospects for 1921

Having reviewed the events of the year, what of the future? Will business revive, and if so, how soon? As to the latter part of this question, the answer is not certain. The outlook is a little clouded but opinion is unanimously optimistic, although it is conceded that the return to normal will be slow and gradual, probably extending over the greater part of the year. The general feeling of Canadian manufacturers has a confident tone.

The demand for furniture is undoubtedly slack at the moment, but it cannot always be so. Our country during 1920, gathered the greatest crop in its history, much of which is still in the granaries of the farmers. When this surplus grain is marketed a portion of the money will assuredly be spent in the furniture stores of the country. The retail furniture trade has been on a buying strike for practically six months and must



Shaft No. 601. Shade No. 3-0-26"

Baetz Bros. Specialty Co., Limited
Kitchener, Ontario

Makers of

Portable Electric Lamps
Silk and Parchment Shades

ASSOCIATED WITH

Baetz Bros., Furniture Co., Limited
Living Room Furniture

Anthes-Baetz Furniture Co., Limited
Chamber and Dining Room Furniture

have by this time, pretty well depleted their stocks. They ought soon to be in the market for goods.

There is a shortage of houses in every city, town and hamlet in the Dominion. With labor plentiful and wages as a result, no doubt lower, we may, with confidence, look for many new buildings to be erected this summer, which, in turn, will require new furniture. In addition it is said that there are millions of people in Europe waiting to emigrate to Canada as soon as they can get steamship accommodation. Every emigrant family will require a home and furniture.

When we consider all these factors we cannot help but be cheerful and confident concerning the outlook for the furniture industry in Canada. For a few months orders may come slowly but they will increase in volume and in due time business will again be normal. In the meantime let us exercise caution in the management of our factories. Do not let stocks accumulate. Keep labor costs and material consumption under control. Have an eye to the granting of credits. Be loyal to the principles of our association. And if we observe these things, I believe the furniture industry in Canada will successfully weather the present strain.

Other Reports

Secretary Wm. Cawkell in his report called attention to the 57 meetings held in 1920 and the large representation present at these various meetings. The financial statement presented by him was most satisfactory.

Jas. E. Ferguson, cost accountant, gave an outline of market conditions and prices during last year. New price lists had recently been issued based on present values: "One of the matters which will require much attention is the variation of costs," said Mr. Ferguson. "Compilation of records is not the chief aim in cost-accounting. The main purpose is to bring to notice excessive costs of any kind so that immediate steps can be taken to correct them. Efforts will be made to gather information regarding cost, details of materials and operations, and through the study of these facts to establish standards. By this means we hope to secure greater uniformity, having in view the greatest reduction consistent with service and quality. It is believed that an intensive study of costs will lead to considerable improvement. Owing to present uncertain conditions it must be pointed out once more that there is danger in piling up stocks of manufactured goods."

The report of the credit committee, which was presented by James Garvie, in the absence of Mark Rowe, the chairman of the committee, reviewed the activities of this section for the past year. In closing, Mr. Rowe intimated that it can be said without fear of contradiction that no similar trade organization in Canada has anything like such an efficient credit service as is now being given to the members of this association.

Election of Officers and Committees

The officials and committees elected for the ensuing year are as follows:—

Chairman—J. H. Baetz.

Vice-chairman—Wm. Krug.

Secretary—Wm. Cawkell.

Executive Committee—W. J. Anderson, H. Ford, G. W. Gibbard, G. A. Greutzner, W. G. Hay, J. S. Knechtel, D E. Macintyre, L. Malcolm, J. R. Shaw, H. M. Snyder, D. M. Wright.

Labor Committeee—J. E. Ferguson (chairman), G. A. Greutzner, P. R. Hilborn, J. S. Knechtel, Wm. Krug, D. E. Macintyre, Jas. Malcolm, H. M. Snyder, D. M. Wright, A. H. Watson, W. A. Oliver, A. H. Smyth.

Credit Men's Committee—Mark Rowe (chairman), M. S. Armstrong, W. J. Fleischaeur, Jas. Garvie, R. Gomery, R. Purtle, C. G. McLellan, H. B. Shortt, L. J. Salter.

Chairmen of sections who are also members of the Advisory Board—Better Case Goods, Jas. Malcolm; Medium Case Goods, C. M. Bell; Lower Case Goods, J. E. Campbell; Office Furniture, P. R. Hilborn; Tables, W. G. Durst; Chairs, W. O. Winterholt; Upholstery, Geo. Hughes; Office Filing Devices, W. E. Dolan.

Inaugural Address of Chairman

The newly-elected chairman, J. H. Baetz, addressed the members present as follows:

"I assure you that I appreciate the honor you have conferred upon me in making me chairman of your association. I realize also that you have given me a real man's job for 1921. I am following Mr. Anderson, who has been a very good chairman, and other good men who were before him, and I have the ideals that they have set up in carrying out the work of the association, to assist me.

"I can only appeal to your loyalty to the association and to the realization of what the association has meant to you in the past five years, for continued support during 1921. Had the association not existed during the past six or eight months we all know what would have happened, and know what will happen if the association does not carry on during the next six or eight months, each one loyal to the other.

"I think the work of the association in 1921 will require that the different sections and committees meet very frequently, for the details can be worked out before presentation to the association, and in a smaller body of men, differences can be ironed out more than in a larger meeting.

"I hope also that the association's members will loyally support the Home Furnishings Bureau, which is being re-organized, and I feel that it is going to be one of the best things the association ever organized. The furniture industry in the United States is going to spend two million dollars in advertising, and if this association had done nothing more than to start something like this, the sentiment created would be worth the work done."

Guarding Against Accidents

During the meeting F. M. Tobin, secretary of the Industrial Accident Assn., gave a talk on accidents in furniture plants. He stated that 175 factories employing 15,319 hands, came under Class 3 of the Workmen's Compensation Act. The number of accidents reported under this class was 655 last year.

J. Lovett, safety inspector, asked that manufacturers endeavor to reduce the number of accidents. Mechanical guards prevent only 25 per cent. of accidents, the remaining 75 per cent. must be eliminated by the workmen themselves. He advocated first aid to all workmen injured, no matter how slight the accident .

Before adjournment the following resolutions were passed:

"That it is the opinion of the furniture manufacturers that a turnover tax should be substituted for Dominion Profits Tax and the Sales Tax now imposed by the Dominion Government."

"That a special committee be appointed to repre-

GOLD MEDAL LINE

A New Gold Medal Production

The Divanette here illustrated is our new "Little Bell," constructed along the same lines as our "Big Bell" Divanette.

The J shape of the mattress when closed insures free ventilation.



All bedding and pillows can be folded up with the bed out of sight.

No. 820—Divanette. 4'x6' Bed.

Possesses all the outstanding features of the "Big Bell" 4' 6" Bed, but is made to fit in for small apartments where compactness is the first consideration.

HERCULES BED SPRINGS
PURITY MATTRESSES
GOLD MEDAL QUALITY
UPHOLSTERED FURNITURE

The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE MONTREAL WINNIPEG

sent this association at all meetings which may be held for the purpose of furthering a Turnover Tax as a substitute for the Dominion Profits Tax and Sales Tax."

FURNITURE MAN ON READJUSTMENT

The Montreal Daily Star recently published a letter from a furniture dealer, one of the members of the Office Equipment Co. of Canada, on the employment situation which speaks for itself:

A Word to Employers

The unfavorable position of Canada during our present rather painful re-adjustment period has been commented on time and again by our leading financial men, and their views have been given the wide publicity of your columns.

Unfortunately there are still many business men without a vision of Canada's future, their actions are a reflection of their ideas that trade cannot come back within a generation.

And to this type of employer is due a large measure of which I may term avoidable unemployment.

We are not in the millenium and, unfortunately, there are periods when the law of supply and demand is such as to make it ruinous for a large corporation to maintain on its payroll unproductive labor. But there are concerns to-day who are letting out employees at a greater cost than that of keeping their organization intact. Any really great industrial leader will acknowledge that the building up of a loyal, efficient organization is the vital problem of big business.

To-day there are many businesses right here in Montreal reducing office staffs trained into their way of doing business, cutting down the number of salesmen because for a few months re-adjustment of values is making for a short time a deadlock between the man who buys and the man who sells, and this deadlock must as assuredly be broken as men must eat and be clothed and in fact continue living.

In a very short time these concerns will take on new employees, train them at a great expense, expect a loyalty from them which they naturally cannot obtain because each employee of such a firm knows full well that what has once occurred may and will occur again.

I know of one instance of a corporation—a very large corporation—who in the 1914 panic when war was declared, immediately discharged a very great number of employees. This same concern six months later was employing all the help they could obtain, but when the Armistice was declared and business for a time again suffered depression, off went the employees again. History repeated itself when business came in an avalanche, and now history is still repeating itself and the employees that they still retain shiver with fear as to what will happen next. And yet this corporation expects loyalty from its workers. On the other hand, those concerns who, benefiting by the present calm, are strengthening their organization, planning ahead, giving time and attention to weaknesses of business management which are not exposed in a crazy sellers' market which we have just passed through, will reap the benefit of foresight tenfold and will be the leaders of the future when the businesses whose heads have adopted the policy of a penny wise, a pound foolish will have dropped out of existence.

This plea for the retainment and employment of every bit of help you can use is based on common sense, but it could be reinforced by the one of common humanity, not to make it more difficult for those who have been forced out of work by circumstances beyond their or our control by increasing the ranks of the unemployed with men or women whose retainment is an economic asset and whose discharge is a waste of effort.

P. N. JACOBSON.

U. S. DUTY ON BEECH AND MAPLE

For some time the American customs officials have been classing maple as a cabinet wood and collecting a duty of 10 per cent. on all such wood imported from Canada. The board of general appraisers at Washington, D.C., recently ruled that maple be held free of duty. It is anticipated that the Treasury Department will protest this ruling. In the meantime the 10 per cent. is being collected and should the new ruling be upheld the amounts paid, since the maple was declared to be free of duty, will be refunded upon filing a claim. In this connection the Treasury Department have decided that "beech" should be classed as a cabinet wood and will in future impose a 10 per cent. levy on all shipments from Canada.

IVES BEDDING CO. OPENS TORONTO OFFICE

The Ives Bedding Co., Ltd., of Cornwall, Ont., have opened a branch in Toronto at 99 King street west, under the management of J. D. MacBeth, who for some years was in charge of the company's Western business, with headquarters at Winnipeg, and before that was manager of the Ives Company's Montreal branch. The Winnipeg branch will be managed by A. M. Tanney, for many years with J. A. Banfield, Winnipeg.

RECONSTRUCTION SALE THAT MADE MONEY

(Continued from page 33)

the morrow," and throughout the sale, day by day the papers carried some vital statement anent special features of the sale, such as: "In all the vital qualities that go to make the greatness of a sale—this Opportunity Sale of the Nova Scotia Furnishing Co., Ltd., is pre-eminent, unsurpassed, supreme." Then followed some striking bargains. One day it would be linoleum and oilcloth; great value in stair carpets; special fibre rugs, etc. Another day window shades would be emphasized, or beds, or chefforettes, or springs.

One of the most striking and appealing daily advertisements was headed "Let us feather our nest now," and was followed by a story of a young man asking his sweetheart to come to the sale and select the furniture and furnishings for the home they intend to occupy in May. Several pictures of furnished rooms provided the suitable illustrations.

Other daily advertisements were headed "If you have a home to furnish here is an opportunity to save money; reductions as real as they are remarkable"—"Opportunity is knocking at **your** gate"—"Young folks who are looking forward to a happy marriage are taking advantage of this February Opportunity Sale"—"Exceptional opportunities in drapery and upholstery fabrics"—"The last days of our Great Opportunity Sale of home furnishings." Suitable illustrations connecting up the daily story with the daily offerings accompanied each and every advertisement.

During the reconstruction period the Nova Scotia Furnishing Co. have adopted as their slogan—"Distinctive Furniture for Distinctly Less!"

KITCHENER-WATERLOO COMMUNITY SPIRIT

Comfort and entertainment of visitors catered to—Luncheons—Building up a co-operative spirit

TOO much credit cannot be given the manufacturers of Kitchener and Waterloo for their splendid arrangements for the comfort and convenience, entertainment and pleasure they rendered all visitors to the January Furniture Exhibitions

There was abroad, said all visitors, a better feeling and a better spirit than had previously been felt by persons visiting the twin towns to see the newest creations at the various factories. It was real, warm co-operation. Co-operation between retailer and manufacturer; co-operation between manufacturer and manufacturer; co-operation between the two towns, and in fact the whole county of Waterloo.

Headquarters were established at 125 King street west, Kitchener, where all furniture visitors registered, and where the services of a first-class club were at their convenience. Luncheons were served at noon daily, and dinner every evening.

A taxi service met all trains, took visitors to the Club, and afterwards around the factories. Rooms were reserved at private hotels for those stopping overnight, a corps of travellers acting as supervisors.

Every evening some form of entertainment was on the tapis. The committee looking after this part of the arrangements were composed as follows:

Bunk Shooter to the Multitude, Jim Malcolm; Rag Picker, Doc Koeppel; Joy Dispenser, Archie Caya; Inspector of Peach Fuzz, Herb Snyder; The Sky Pilot, Eben Weber; The Shellac Artist, Bill Winterhalt; The Mystery of the Exhibits, Roddy Krug; The Twin Bed Tester, Les Galloway; Envoy to the Jewish Section, Herb. Lippert; Rejuvenator of Antiques, Ed. Scully; The Worm Hole Inspector, Jake Baetz; President of the Sinn Fein Republic, Pat Scully.

A hockey match was one of the features one evening. It was a match between travellers and dealers. Of course the dealers won by a substantial margin.

Several bowling tournaments were held during the two weeks. Joe Shantz gave a party the first night and Bill White entertained the next evening. Curling, too, came in for some swearing by the fellows with brooms, and a dance and euchre on another night.

On the evening of Jan. 12 a banquet was held followed by a smoker. After the menu was disposed of and the chairs pushed back and cigars passed around, Mr. McGillivray took the chair and led off with a chorus, song sheets having been provided.

Songs by Messrs. Melville and Prestwick, physical culture exercises by J. Booth of Montreal, more choruses and some speeches interspersed throughout the program rounded out a very pleasant evening. Among those who spoke were Wesley Walker of Goderich, who told what he did to loosen some of the dough from the denizens about the shores of Lake Huron—and failed; Wm. Cawkell, who spoke on associations, co-operation, and the Home Furnishings Bureau; J. E. Ferguson, who made a cracking speech on prices, prosperity and the good times ahead; Archie Kennedy, Regina, who brought a message from the West; and W. Hart and J. O'Hagan of Canadian Furniture World, who promised some of the co-operation spoken of by Mr. Cawkell.

Interesting side talks were those of Louis Yolles and John Neander, who told what they knew of each other and much of what they didn't; Joe Shantz and Will White, who debated the question as to whether Kitchener needed most a new hotel or an exhibition building. Joe was in favor of an exhibition building. He told of his futile efforts to interest any person in a hotel, and showed a picture of his projected eleven-storey exhibition building. His well-prepared talk took the wind out of the sails of Bill, who was still boosting for the hotel, minus the bar, instead of which he proposed an extra pipe in every room to accommodate those who wanted a beer. If a person didn't want one he was to leave the tap alone.

To Whom Credit is Due

For the success of this year's arrangements much credit is due J. H. Baetz, of Baetz Bros.; Herb. Snyder, Synder Bros.; W. O. Winterhalt, Wunder Furniture Co.; R. Krug, H. Krug Co.; J. H. Kennedy, Malcolm & Hill, and many others, all of whom are members of the Young Men's Club, an organization of boosters for Waterloo County and Kitchener and Waterloo towns particularly. They have brought about a community feeling that means much for their home town.

$50.00 Assortment of Statuary



Furniture dealers who are not familiar with the splendid decorative qualities of Statuary are invited to take advantage of our selection of a $50.00 assortment of Statuary that will sell in any community. There are 24 pieces of Statuary, 3 pair of assorted Candle Sticks, and 3 pair of assorted Book Ends. There is no packing charge for this assortment. Mail orders receive prompt attention.

Florentine Statuary Co.
Cor. King and Princess Streets
TORONTO

KNOBS *of* NEWS

Geo. Blair, furniture dealer at Metcalf, Ont., is dead.

The Wagner Piano Co., Toronto, has been registered.

The Maple Leaf Reed and Rattan Co., Toronto, has been registered.

The Ideal Parliament Furniture Co., Toronto, has been registered.

The Liberty Electric and Furniture Store, Montreal, has been registered.

W. L. Hawke has discontinued his furniture business at London, Ont.

M. Fogul has become proprietor of the Imperial Upholstering Co., Montreal.

The Godue Casket Mfg. Co., Sutton, Que., has been incorporated to make furniture.

Wm. Heffron, of J. J. Heffron & Co., mattress manufacturers, Toronto, died recently.

The annual meeting of the Canadian Manufacturers' Association will be held in Quebec next June.

The F. C. Burroughes Furniture Co., Ltd., Toronto, has increased its capital from $100,000 to $350,000.

The Electric Phonograph Co. of Canada, Ltd., Toronto, has been incorporated with a capital of $250,000.

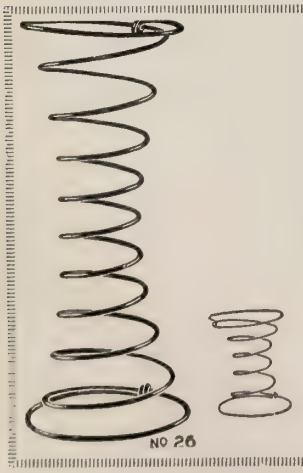
Retail merchants in Moncton, N. B., held a "Dollar Day" sale on February 28. It has become an annual event in Moncton.

The Gillespie Eden Corporation, Ltd., Toronto, manufacturers of and dealers in electrical appliances and furniture of every description, has been incorporated with a capital of $40,000.

The Victoria Bed and Mattress Co., Ltd., has been incorporated at Victoria, B. C., with a capital of $100,000 to take over the business of the Restmore Mfg. Co. Ltd., and the Victoria Mattress Co.

Messrs. J. Baetz, J. H. Kennedy and R. A. McGillivray have been elected as the furniture representatives on the board of directors of the Kitchener-Waterloo Manufacturers' Assn. for 1921.

The Godue Casket Mfg. Co., Ltd., Sutton, Que., has been incorporated by Dominion charter with a capital of $100,000. Geo. A. Godue and Rene Lariviere of Sutton and J. F. Moreault, Geo. Fortier and Armand Petitclerc of Montreal are provisional directors.



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

James Steele, Limited

Guelph, Canada

RESPONDING TO R.M.A. LEGISLATIVE FUND

The Retail Merchants' Association has started its campaign to raise $100,000 for legislative and welfare work. The quota of $15,000 placed on the Toronto membership has been practically secured, and work is under way throughout other cities and towns of Canada to augment the fund.

PRIZES FOR MARSHALL WINDOW DISPLAYS

Realizing that a new era of merchandising is upon us, and that every possible effort must be put forth to stimulate trade, the Marshall Ventilated Mattress Co., Ltd., Toronto, will next month inaugurate a special trade event to be known as Marshall Month. This means that during April, which will be called Marshall Month, special inducements are to be offered to dealers in order that they may pass them on to consumers. The company expect the heartiest measure of co-operation in launching this great campaign. A compelling array of advertisements will be put in the daily papers to vitalize trade and make for the betterment of conditions generally. April is the ideal month for this commercial development, because at that time every householder is thinking of spring cleaning, or moving, or some form of domestic readjustment.

Generous prizes will also be offered to put new life into the mattress business, and dealers are asked to take advantage of the publicity. The company will provide the necessary equipment with the hope that dealers will make their mattress department a bigger money maker than ever before.

The prizes are offered for both window and interior displays, one condition being laid down that a Marshall streamer be used in the display and that a photograph of display be sent to the company. The awards will be made by an outstanding advertising man, S. H. Howard of Toronto, and are as follows: First prize, Marshall cotton top mattress; second prize, Marshall felt mattress; third prize, Ford auto cushion.

In addition to the grand prizes a consolation prize is offered for those who feel they are not confident of making a good display.

Two prizes are also offered for the best advertising matter used by dealers in circulars or newspapers during Marshall Month. Write to the company for application blanks for these contests.

IN THE PUBLIC EYE

"Screen Publicity for Furniture Dealers" is the title of a folder which the Standard Slide Corporation, 209 W. 48th St., New York City, has issued, showing examples of "movie" slides for advertising retail businesses in moving picture theatres. In another booklet "In the Public Eye," the company rightly says: "one of the basic needs of merchandising is to get distribution. That fact is recognized by all advertisers, large and small." The argument goes on to show how motion picture slides will always keep advertised goods in the public eye. The company makes and supplies these slides and wants to get into touch with interested dealers.

FURNITURE PLANTS RESUME OPERATIONS

Instances are not lacking illustrative of the improved position of the furniture industry of Ontario at present, as compared with six weeks ago. Two plants in Owen Sound, namely, North American Furniture Co. and Owen Sound Bent Chair Co., have resumed operations and expect to get back to capacity production within a few weeks. The resumption of manufacturing has made a big difference in the employment situation of that municipality.

BIG U. S. FURNITURE MERGER

The merger of Heywood Brothers and Wakefield Company of New Jersey, furniture manufacturers, and The Lloyd Manufacturing Company of Michigan, incorporated as Heywood-Wakefield Company of Massachusetts, has been formally announced. This is the consummation of a big deal that has been going on for several months and with it comes the union of an institution which has gained a remarkable reputation during its ninety-six years of business and another which has, through invention, made a most remarkable growth.

Another important announcement has been given out to the effect that The Lloyd Manufacturing Company of Menominee, Mich., will be re-incorporated so that it will continue to operate under the same management and with the same business policies as in the past. Marshall B. Lloyd, who was president of the Michigan firm, has been added to the directorate of the Heywood Wakefield Company and will continue as manager of the Menominee plant. Department heads will also be retained so that so far as the trade is concerned there will be no change except in so far as the valuable experience of the Eastern concern with its ninety-six years of growth can be applied.

The selling forces of the merging corporation will not be disturbed. The Heywood-Wakefield salesmen will continue to handle their own lines while the Lloyd salesmen will specialize in Lloyd loom woven baby carriages and furniture. The great Lloyd advertising campaign will be conducted with its usual enthusiasm and just now formal announcement is being made to the dealers of Lloyd's 1921 drive in which 158 newspapers and nine magazines will be used.

The new corporation has a capitalization of $13,000,000, and its directors are Charles H. Lang, president; Calvin H. Hill and Levi H. Greenwood, vice-presidents; Seth Heywood, Henry H. Morrill, Frank G. Webster, Charles A. Stone, Henry Hornblower, Marshall B. Lloyd, directors.

1921 WILL BE A GOOD YEAR

"A year ago I was considerably worried about the future, but I have no apprehensions at present, as it seems to be very plain that 1921 is going to be a good year for every legitimate enterprise." Such is the opinion of W. Maxwell, vice-president of Thomas A. Edison, Inc., of St. Thomas, Ont. He proceeds as follows:

"It is natural for businessmen, who have gone through previous periods of business depression, to base their opinions on past experiences, and therefore many look for a gradual rather than a rapid recovery. In this situation past experience is not an altogether infallible guide, as we have a new kind of financial system, which, in view of the acute deflation of credit that has occurred, may contribute considerable resilience to the recovery of business. There is at present every indication that there will be a shortage of many kinds of merchandise, and there may very soon be quite a scramble among buyers and a different attitude on the part of the buying public. In certain lines of industry it seems to me that the situation has been handled just about as badly as possible, and all branches of industry must, in some measure, pay the penalty. On the other hand, we shall all be benefited when the deadlock is broken."

Serving Trays



No. 40—Serving Tray. Decorated. Mahogany Finish.

We have a number of new and saleable designs in our 1921 samples at prices consistent with the times. Look them over when our traveller calls, or mail us an order for a sample lot.

New patterns in mouldings in attractive finishes of powdered gold, and toned to match colorings of pictures are a feature in our line, as well as the standard finishes.

Phillips Manufacturing Company, Limited

258-326 Carlaw Ave., Toronto, Ont.

Make April 1921 A Record Breaker

for sales of

Linoleum, Floor Oilcloth, and Feltol

Records will be established this year in the sale of LINOLEUM, FLOOR OILCLOTH and FELTOL. Many will make more money as a result of this increase than they have ever made on these products. Because they will plan their selling campaign early—right now.

What Is Your Objective?

The Vice-President and Managing Director of one of Canada's largest manufacturing firms gave this advice to the Canadian retailer:—

"Make a Plan and Work to That Plan"

It was his firm's own motto—and was passed on to thousands of merchants. We suggest it as an excellent one for every Floor Covering Merchant to adopt.

Have you an extensive range of patterns of our LINOLEUM, FLOOR OILCLOTH and FELTOL? Women are being educated to ask for our Made-in-Canada floor coverings. Will you be ready to meet their demands? Business will develop early this year. What about a wider range of Linoleum and Floor Oilcloth Rugs? They are meeting with increased favor.

Order From Your Jobber To-day.

Dominion Oilcloth & Linoleum Co., Limited

MONTREAL - CANADA



No. 172—Top 22" x 58"

This very attractive Dining Room Suite, made in Plain Oak, is a SURE business getter. The simplicity of this Italian period design makes a strong appeal to the lover of the home beautiful, while the price is so low that it is bound to meet with a ready sale.

The North American Furniture Company

LIMITED

The Home of CHROME WALNUT Furniture

Owen Sound, Ontario

"Buy a piece of furniture"

and insist on having it

MADE IN CANADA



No. 172½—Oval Top 45" x 54"



No. 1800

Chairs of Quality

We illustrate No. 1800 Bentwood Chair, waterproof veneer seat, finished in golden, fumed or mahogany. There is a big demand for chairs of this character for Restaurants, Ice Cream Parlors, Assembly Halls, etc. Many designs to choose from.

Our line includes Living Room Rockers and Chairs, Bent Wood Chairs, and Dining Room Chairs. Write us to-day for quotations on your requirements.

North American Bent Chair Company, Limited

OWEN SOUND - ONTARIO

Red Seal Cedar Chests



The substantial quality of Red Seal Cedar Chests is easily recognized. They are so thoroughly constructed that their beauty and usefulness will be appreciated by future generations. Now is the time to push the sale of Cedar Chests. Feature them in your window displays.

The H. E. Furniture Company, Limited

MILVERTON -:- ONTARIO

What Canadian Furniture Dealers think of the "Better Furnished Homes Campaign"

THE opinions expressed here are from letters unsolicited from Canadian furniture dealers:

We have just had the pleasure of reading "Let the Homes of Canada Reflect The Nation's Prosperity," and wish to offer our congratulations on same.

We happen to be one of the firms that for years has been advocating propaganda of this kind to help the furniture industry. We realize that the great success of the automobile business was due to the publicity given it by the automobile manufacturers, and while we furniture people have lost many years of opportunity along the same line it is never too late to begin.

We of course were aware that the furniture manufacturers were contemplating a move of this kind, and are indeed pleased to see it so well begun as indicated by the advertisement mentioned above.

Permit us to again offer our congratulations and our best wishes for the continuous success in your efforts.

N. G. Valiquette, Ltd.
Montreal

* * *

We are delighted with the ads. you have had in London papers.

We will surely make a point of having an ad. along similar lines with each of your ads.

We have had many people speak about the opening announcement, and we think in a very short time we will feel good results from this advertising.

The Ontario Furniture Co., Ltd.
London, Ont.

* * *

I saw, with much pleasure, in La Presse a few days ago your ad., and I feel sure that this will favorably impress prospective buyers of furniture and be productive of much good to the trade.

Jos. U. Gervais,
Montreal.

* * *

We were very much impressed with the magnificent ad. you published in the Herald a few days ago. The educative talk in this ad. was certainly good, and could not help but be suggestive to anyone contemplating home furnishings.

As you intimate that you intend issuing further ads. of this kind, we would very much appreciate having advance notices of the dates on which you intend publishing these ads. in any of the Halifax papers, as we would like to link up a special ad. in connection with the one you have, so if you could furnish us with this information, we will be very glad to make use of it.

Nova Scotia Furnishing Co., Ltd., Halifax, N.S.

* * *

We realize that this campaign will benefit all furniture retail dealers, and we would like to take advantage of it.

We would like to know on what dates your advertisements will appear, and will appreciate receiving from you proofs of the ads. before they appear, so that we may insert in the same paper, on the same day, advertisements that will fit in with yours.

We wish to express our appreciation of the fact that this campaign is designed and carried out to help us sell more and better furniture.

Echenberg Bros., Sherbrooke, Quebec.

* * *

We greatly believe in your campaign and as dealers will co-operate with you in your splendid advertising. Any suggestions you can give us will be very much appreciated.

Crown Furniture Co., Ltd.,
Quebec, Que.

* * *

We notice you are running a campaign for the benefit of the trade, and we may say that same is appreciated and no doubt will help to stimulate the furniture and furnishing business to greater extent.

C. Caplan, Limited,
Ottawa.

* * *

We believe this advertising will benefit the local trade considerably.

Harris & Barry, Limited,
Ottawa.

* * *

Our attention has been called to the fact that the furniture manufacturers of Canada are contemplating putting on an advertising campaign this year. We assure you this will be welcome news to the retail furniture dealers.

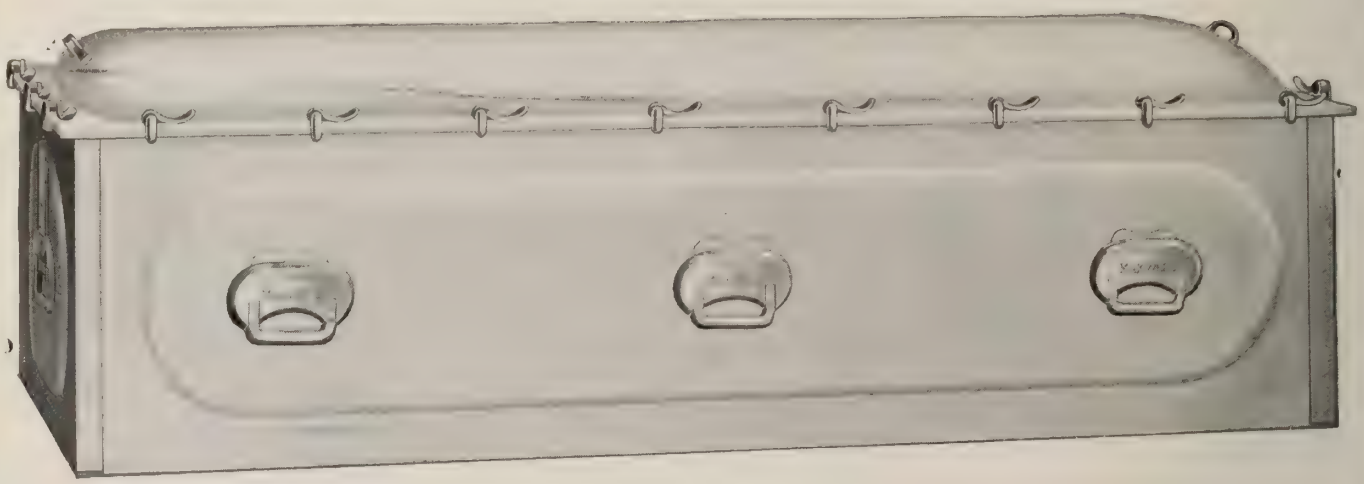
Looking forward to the success of your campaign, we remain.

L. Morris & Son,
Bowmanville.



Example of publicity being done by the Home Furnishing Bureau to stimulate Canadian furniture buying

THE MAXWELL
Sanitary Copper-Alloy Vault



Manufactured Exclusively of Copper-Bearing Steel
The Most Rust-Resistant Steel or Iron

Known to the Art.

Its Superiority is Now Generally Acknowledged

Even by those not making exclusive use of the material.

MAKE NO MISTAKE

Handle and sell the goods you can depend upon.
The Maxwell Vault has never failed you.

Its Quality is Always Maintained Regardless of Expense

Carried in stock by all leading jobbers.

REVISED PRICES

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

CAN EMBALMING BE SAVED? IS EMBALMING WORTH SAVING?

Dangers pointed out by H. S. Eckles.

Written for Canadian Furniture World and The Undertaker

HUMAN unrest, no matter how manifested, is as epidemic as influenza. That it moves in waves and is controlled by forces beyond our present knowledge is to me as certain as that the tides of the ocean rise and fall.

May I carry the simile a step further. As the waves ebb and flow, and rise and fall from the actual dead level of depth, so in our intellectual unrest the level of truth is sometimes above us and sometimes far below, as we are alternately on the crest of a wave or in the hollow.

Embalming has been subject to the same waves of influence because progress and destruction alike are but symptoms of human unrest. But more dangerous than naked destruction itself is destruction masquerading as progress. Consider this seriously because in this one phase lies the element of danger which is now menancing our profession. It is for the embalmers themselves to say whether the present era of unrest is to be guided along constructive or destructive lines —whether embalming is to live or die. If destruction is allowed to rule, it is inevitable that the end is near, but no man can conceive that a sufficient number of members of our profession to be menancing would embrace a system nakedly destructive.

There are many indications, however, that, deceived into believing that a certain course is progressive, a number of really prominent undertakers and embalmers have given support to a system which inevitably would destroy the profession if its use were universal.

Three times within recorded history embalming has risen to great heights and twice has descended into the ranks of the so-called Lost Arts.

Is it again on the downward trend? Is it again headed for the limbo of forgotten and unconsidered things? Can it be saved? Is it worth saving? Should it be entirely abandoned to either faddists or fakirs? Was the poison-gas attack of the elder Barnes but the prelude to another poison-gas attack from the Fixo-Fako supply companies in 1920?

Are we further to witness the appalling spectacle of large and once respected manufacturing and supply companies so intent in their scramble for dollars that they would lead the unthinking of the profession along trails they know to be false and to the edge of precipices they know are threatening destruction?

Follow closely, my friends, and consider carefully.

Realize that if Embalming again becomes a Lost Art that the protection of the profession by the license laws will fall with a crash the first time it thereafter is attacked in the courts.

Embalming is the keystone which supports the arch of professional recognition and protection by license. As the laws now read in most states, the undertaker is the one who profits the most by this protection, but he owes that protection to the efficiency of the embalmer and the courts can protect him from outside and incompetent competition only so long as the embalmer's work is efficiently done.

The constitution of state and nation give no authority for and permit no class legislation. Your calling is protected by law because in turn it protects the whole body of our citizenship. The license laws are constitutionally defensible only because they protect the health and well-being of the public. They were not passed and could not stand for your protection alone.

The laws granting licenses pass the scrutiny of our courts only because of the protection which thus is afforded to the living. Every dead body is a menace to those around it. The license laws seek to remove that menace. Otherwise they have no concern whatever for the dead. In other words, the laws demand for the dead only that they be so disinfected that all menace to the living shall be destroyed.

That these laws form a safeguard for the funeral director and the embalmer and protect him from unskilled, unscrupulous, unscientific competition is merely an incident or, shall I say, coincidence. That this is true all thinking men know.

What, then, will happen to the profession if embalming again sinks into the Lost Arts and ceases to protect the living by the SCIENTIFIC DISINFECTION of the dead?

Herein is the basis for my statement that the embalmer is the keystone of the arch which supports our entire profession. Upon the broad shoulders of the embalmer rests the whole burden not only of further progress, but even of maintaining our present position.

When the embalmer loses sight of the fact that disinfection is his first duty, he becomes an unconscious agent of destruction. When he deliberately sacrifices disinfection in a futile attempt to achieve cosmetic effect, he becomes an active, a vicious and a dangerous enemy of embalming. Make no mistake on this point. The license laws are here and stand on our statute books because the embalmer is here, not because the undertaker wants and needs their protec-

tion. They are not placed upon the statute books for his protection, but for the protection of the public, and the instant improper methods, insincere embalming and imperfect disinfection are permitted to become widespread, that instant the license is subject to successful attack in the courts and the whole structure of our profession which was reared on a foundation of safeguarding the public health by destroying the germs of decomposition and disease, falls with a crash in ruins.

It is absolutely certain as is evident to any thinking man that the much exploited method of vein injection does not secure a widespread distribution of fluid, do not properly disinfect the body, do not destroy the germs of decomposition and disease.

It is fortunate that the inefficiency of this method from an embalmer's standpoint has become apparent to the very great majority of even those who have at first been attracted to it.

But what a menace, what potentialities for evil this method carries when we realize that if it were universally practised or even practised in a reasonably large number of establishments, it would have placed the entire license system in jeopardy.

What is the duty of the thoughtful and conscientious members of our profession under these circumstances?

There are those among us who can well remember when embalming was in the depths. We saw and we aided it as it rose to the crest of the wave.

Shall we now stand aside and be mere spectators while unscientific manufacturers of fluid who do not know embalming seize upon the opportunity afforded by the present wave of unrest to increase their sales temporarily without regard for the interests or reputation of the profession?

Shall we allow the wave of progress to recede or shall we aid in pushing it to yet greater heights?

FOR SALE—WANTED

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage.

FOR SALE—Combination Motor Hearse mounted on Ford chassis, Olsen extension, electric starter. Heavily carved, sides can be removed, making it a casket delivery if desired. Having sold my undertaking business some time ago, and this motor hearse being on order last year and just getting delivery now, this hearse has never been in use. Further particulars on applying to Box 111, Furniture World and Undertaker, 51 Wellington St. West., Toronto.

FOR SALE—Greer Hearse, almost new, No. 1 condition; also light casket wagon; both equipped with sleighs and wheels. Prices right. Apply to J. L. Dixon, Winchester, Ont. Box 248. 2

FOR SALE—Rubber tired, horse drawn hearse, in good condition, mahogany bed, good black curtains, English axles, capable of running a full season without regreasing. This hearse has oval end and bevelled plate glass body. Have installed motors. For full particulars and photo apply to A. W. George & Son, Port Hope, Ont. t.f.

FOR SALE—There is for sale in Toronto one of the largest and best funeral directing businesses in Ontario. The owner wishes to retire, and wants to get into touch with any person or persons interested in taking over such a business. Books and records open for inspection. All letters will be treated confidentially. Box 110, Canadian Furniture World and The Undertaker. Toronto.

MOTOR HEARSE FOR SALE—Will take a good horse hearse on deal. Apply to Box 113, Canadian Furniture World, 51 Wellington St. W., Toronto. 1

SACRIFICE—A horse drawn hearse in good condition—$200 takes it. Apply H. Kroll, 84 St. Patrick St., Toronto. Phone Adel. 1910. 1

WANTED—by furniture traveller covering Toronto and Hamilton intensively, a few good lines of furniture, on commission basis. Apply Traveller, c/o "Furniture World," 51 Wellington St. West, Toronto.

WANTED—Undertaking business in good country town. Must be reasonable. State town. Box 112, Furniture World, 51 Wellington St. West, Toronto.

MOTOR HEARSE FOR SALE—Overland chassis, Model 83, in first class condition. Offered at a bargain for quick sale. Apply to Schreiters Limited, Kitchener, Ont.

FOR SALE—Two black horsedrawn hearses with sleigh runners which may be attached for winter use; in first class condition. Also a pair of fine black horses, double and single silver mounted harness, and robes. Price reasonable. McIntyre and Son, St. Catharines, Ont.

Ontario Embalming Board's Report

THE annual report of the Board of Embalmers' Examiners of Ontario for 1920 has just been issued by the Government. Secretary T. E. Simpson, in his report says:

"The Board have continued during the year the policy of inspection inaugurated in 1919, whereby each member of the Board would officially visit as many undertakers and embalmers in his particular section of the Province as possible and personally explain to them the requirements of the "ACT," the regulations of the Board and the ideals and standard of our profession to which every member should strive to attain, that he might be the better fitted to render to the public that service which they have a right to expect from every licensed man.

The policy of inspection also enabled the Board to personally investigate several complaints of alleged infractions of the law, and, as a result of the first hand information obtained in this way, practically every case was satisfactorily adjusted. The following are among the places visited during the year:—Ingersoll, Springfield, Aylmer, Tillsonburg, Delhi, Simcoe, Port Dover, Selkirk, South Cayuga, Dunnville, Welland, Fonthill, Fenwick, Wellandport, Smithville, Grimsby, Hamilton, Ancaster, Brantford, Paris, Ayr, Drumbo, Plattsville, Tavistock, Trenton, Grafton, Colborne, Castleton, Warkworth, Stirling, Hastings, Norwood, Newburgh, Napanee, Enterprise, Tamworth, Codrington, Norham, Oilsprings, Petrolia, Amherstburg, Windsor, London, Cochrane, North Bay. Sudbury, Cobalt, Haileybury, New Liskeard, Port Arthur, Fort William, Ottawa and Toronto. It is expected that the work of inspection will be continued during the incoming year.

I regret to have to report that the Board found it necessary to institute legal proceedings against two parties who were practicing without a license, one in the east and the other in the western portion of the Province. Convictions were obtained in each case and fines imposed in accordance with the ACT.

We also found it necessary to cancel one undertaker's license, that of a young man who was convicted in the police court for theft and sentenced to serve a term at Burwash jail farm. Aside from these and a few other minor offences, the law has been well observed throughout the Province.

I desire to gratefully acknowledge the assistance given me as Secretary during the year by the members generally. I would mention particularly the splendid response to my request for renewal of licenses. This has enabled me for the first time to close my books on December 31st, and prepare my report for submission within reasonable time. I confidently look forward to

U.S. OWNS PART OF CANADA?

Lib.-Con. Association Views With Alarm Depreciation of Dollar

"That this association views with alarm the serious depreciation of the Canadian dollar and call upon the Dominion Government and the people to take such action as will restore the Canadian currency to its normal value," was a resolution unanimously passed at a well attended meeting of the North Toronto Liberal-Conservative Association in Masonic Hall last evening.

H. H. Ball, who moved the resolution, said: "This condition has got to be rectified as soon as possible. We don't know at present how much of Canada the Americans own financially. It is being expressed by some men that, to get out of this great financial difficulty, we will have to become annexed to the United States. Although I am opposed to even thinking of such a thing, this has got to be considered and rectified.

"We have our factories closed and men out of work. How are we going to re-open the factories and get the men to work if we continue buying things made in the States?" asked Mr. Ball. W. G. Ellis spoke along the same lines.

Frank Howe, Dr. J. Evans and J. M. Skelton also spoke. A. E. Crate, vice-president, presided. — Toronto Telegram.

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a continuance of this support and assistance in the future.

The Board held three meetings during the year, viz: —in February, September and December. An accurate account of the transactions of the Board has been recorded in the minute book, and may be seen at any time by those interested, by calling on the secretary.

The books and accounts of the Board have been carefully audited by a chartered accountant as required by the ACT. His statement of receipts and disbursements is given on another page of this report and shows the finances to be in splendid shape.

There were two examinations held during the year for those desiring to qualify as embalmers. The examination included a written paper consisting of forty questions dealing chiefly with the following subjects: —Anatomy, the Circulatory Systems and Sanitation. In addition a practical demonstration is required to show that the candidate is competent to carry out in actual practice, the theories which he has written on his paper. The number of candidates this year was greater than any previous year and the splendid papers written and the practical demonstrations given by most of them, showed evidence of careful preparation. At the February examination there were twenty-six candidates, eighteen of whom were successful in passing, one obtaining honors; and in September forty-nine candidates presented themselves, thirty-four of whom were successful, seven obtaining honors.

Two examinations are held each year, in the Anatomical section of the University Building, Toronto, one in February and the other in September. Forms of application and full information can be obtained from the secretary.

Attached to this report will be found a list giving the name and address of every undertaker and embalmer in the Province of Ontario, who has, up to January 12th, taken out his license for the year 1921. There are a few who year by year persist in delaying the matter until well into the following year; these will receive the attention of the Board in the near future.

Attention has been particularly directed to the following: Section 15, subsection 1, of the ACT reads as follows: "Every person who as an undertaker conducts or directs the burial of any human body shall forthwith upon the form prescribed by the Regulations of the Provincial Board of Health notify the secretary of the Provincial Board of Health of such burial." Blank cards for making returns of all burials may be secured from Dr. J. W. S. McCullough, Chief Officer of Health, Toronto, and every undertaker is required to use them regularly.

All assistants who are engaged wholly or in part on account of their ability to embalm, must hold a Certificate of Qualification and also an Embalmer's License for the current year in order to meet the requirements of Section 13 of the ACT. Employers are expected to see that their assistants are duly qualified under this section.

Every undertaker carrying on business in the Province of Ontario must have an "Undertaker's License" as required by Section 14 of the ACT. The annual fee for such license is $1.00 and application should be made to the Secretary of the Board of Examiners. If the business is conducted under a partnership, each partner who takes charge of the burials should have an Undertaker's License and any assistant who may be engaged to assist in the undertaking business and who

may have charge of any of the burials should have an Undertaker's License.

Some Regulations of the Board

1. The annual fee for Embalmer's License shall be $3.00 and should be paid to the secretary on or before December 15th, each year.
2. The fee for examination shall be $20.00. The successful candidates will be given a "certificate of qualification" also an "Embalmer's License" for the current year, without any extra charge. The unsuccessful candidates will be permitted to write on the next examination without payment of any additional fee.
3. Candidates for examination must furnish such evidence of sobriety and good character as the Board may require.
4. A license to practise embalming will not be issued to any candidate, even though he may have passed his examination successfully, until he has furnished evidence satisfactory to the Board that he has had at least one year's practical experience with a licensed embalmer.
5. Embalmers locating in Ontario who have passed the prescribed examination before any State Board of Examiners in the United States or Provincial Board in any Province in the Dominion of Canada, where such examination requires an equal or higher standard of qualification to that required by the Examining Board of this Province, will, upon furnishing such evidence as the Board may require, be granted a Certificate of Qualification to practice in the Province of Ontario without examination, upon the payment of the fee of $20.00.

Number of Certificates Granted, Applications Refused, Etc., during the year

(a)	No. of certificates granted on examination	52
(b)	No. of applications held over (lack of experience)	3
(c)	No. of certificates or permits cancelled	1
(d)	Convictions for infractions of the Act	2
(e)	Amount of fees received including interest	$4764.20
(f)	Travelling and other expenses of the Board, salary of secretary, postage, etc.	$3775.56
	Undertakers' fees paid Provincial Board of Health	$ 975.00

All of which is respectfully submitted,

T. E. SIMPSON,
Secretary-Treasurer.

The following deaths in the profession occurred during last year:

Embalmers—James Albright, Hamilton; James Beverly, Exeter; J. H. Cameron, Fort William; J. C. Gourlay, Eganville; C. J. Heaslip, Hagersville; Thomas A. Jebb, Cookstown; Vincent Kelly, Colgan; W. T. Mather, Keene; James Penfound, Oil Springs; S. C. Richardson, Port Arthur; E. C. Williams, St. Thomas.

Undertakers—D. Belleghem, Peterboro; A. Greenley, Coboconk; Charles W. Kilbreath, Wilkesport; A. D. MacGillivray, Alexandria.

RESULTS OF FEBRUARY EMBALMING EXAMINATION

The results of the examination held in the anatomical section of the University building at Toronto, on February 2 last by the Board of Examiners, for those wishing to qualify as embalmers, are as below. There were thirty-one candidates, twenty of whom were successful, three obtaining honors, while eleven failed to pass.

The names of the successful candidates, in order of merit, are as follows:—

Honors—Charles R. Northway, Toronto; George E. Blake, Toronto; William H. Bell, Toronto.

Pass—Clayton E. Vaughan, Hamilton; Lloyd Cosby, Gravenhurst; John A. Walsh, Mount Forest; R. H. Richardson, Hanover; Wm. J. Hodginson, Oakville; Linus B. Cowan, Hagersville; Wm. J. Cleary, Seaforth; Clifford L. Devine, Winona; Jas. R. Grant, Bowmanville; Harold C. Thompson, Toronto; Robert R. Ptolemy, Hamilton; Arthur C. Irvine, Smithville; Walter D. Kelly, Windsor; Frank M. Brown, Leamington; A. S. Hannah, Tamworth; John A. Stienberg, Trenton; Walter H. Bickley, Toronto.

PROFESSIONAL NOTES

Chas. Dunham is selling his business at Aurora, Ont.

Louden & Floyd have succeeded B. L. Louden at Sydney, N. S.

The Godue Casket Mfg. Co., Ltd., Sutton, Quebec, has been incorporated to manufacture and deal in caskets, carts, furniture and wood products. Capital $100,000. G. A. Godue and R. Lariviere, both of Sutton, Que., are among the incorporators.

Rev. Dr. S. Banks Nelson of Hamilton, has made a charge that many patients who die at the Ontario Asylum for the Insane there are interred without Christian burial. The matter was brought forward by the local funeral directors who asked that some arrangement be made by which a minister could be secured to conduct a service in these cases.

APPRECIATE FUNERAL DIRECTOR'S SERVICES

At a meeting of the vestry of St. Matthew's church Harriestfield, Halifax, N. S., held last month, a resolution was passed, expressing hearty appreciation of the services of their "respected friend," John Snow, and also of his loan toward the repairs on the church, the vestry also appointing him substitute delegate to Synod. Mr. Snow has been most faithful in ministering in the capacity of lay reader to the people of the parish, and has shown his interest in other substantial ways.

FUNERAL DIRECTOR AS CURATE

J. W. H. Sowerbutts, a member of the London (Eng.) Undertakers' Association, in his capacity as curate-in-charge of St. Magnus' church in his city, conducted the special thanksgiving "Harvest of the Sea" services in that church recently. In commenting on the event The Undertakers' Journal said: "So far as our experience goes, the average undertaker—if sometimes a little rough—is a thoroughly religious-minded man."

A widower ordered a headstone for his wife's grave, the inscription concluding, "Lord, she was thine." When the work was finished it was found that the stonecutter didn't have room on the stone for the "e" in "thine."—Cold Ones.



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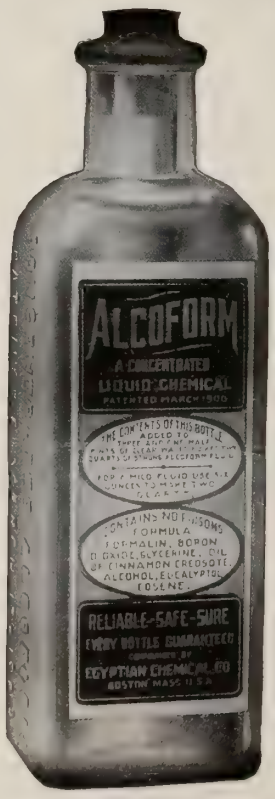
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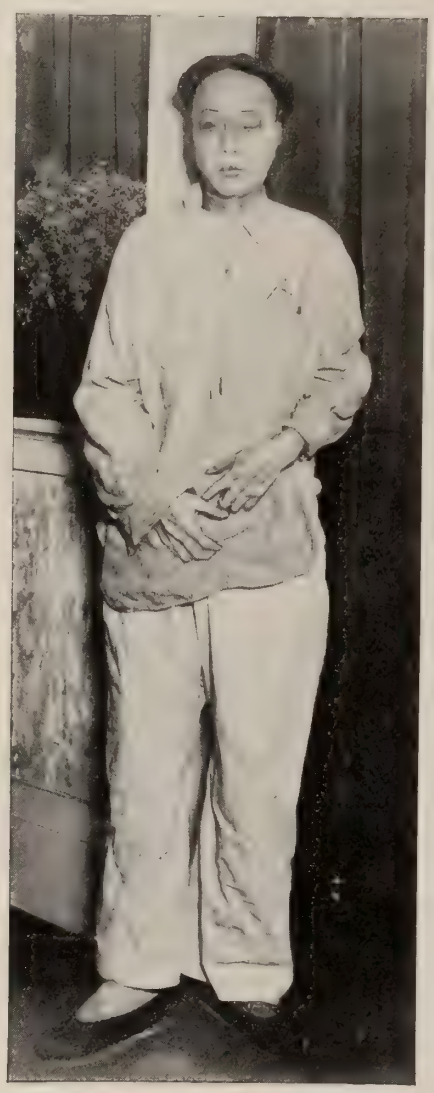
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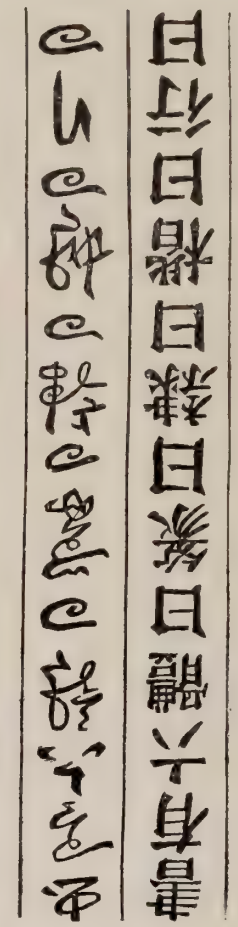
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Vol. XI., No. 4

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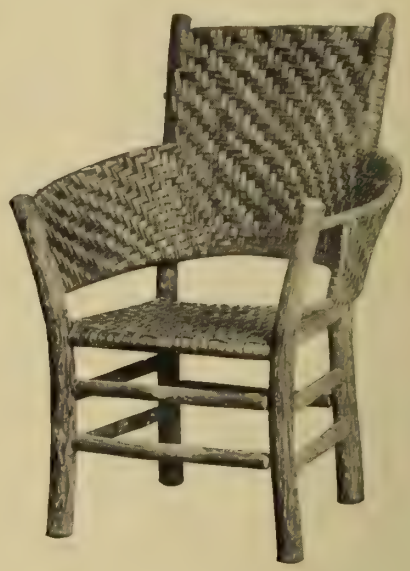
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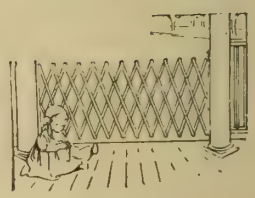
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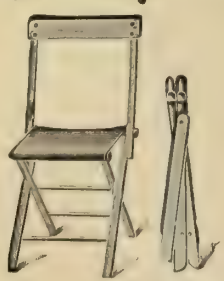
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No. 15



No. 22

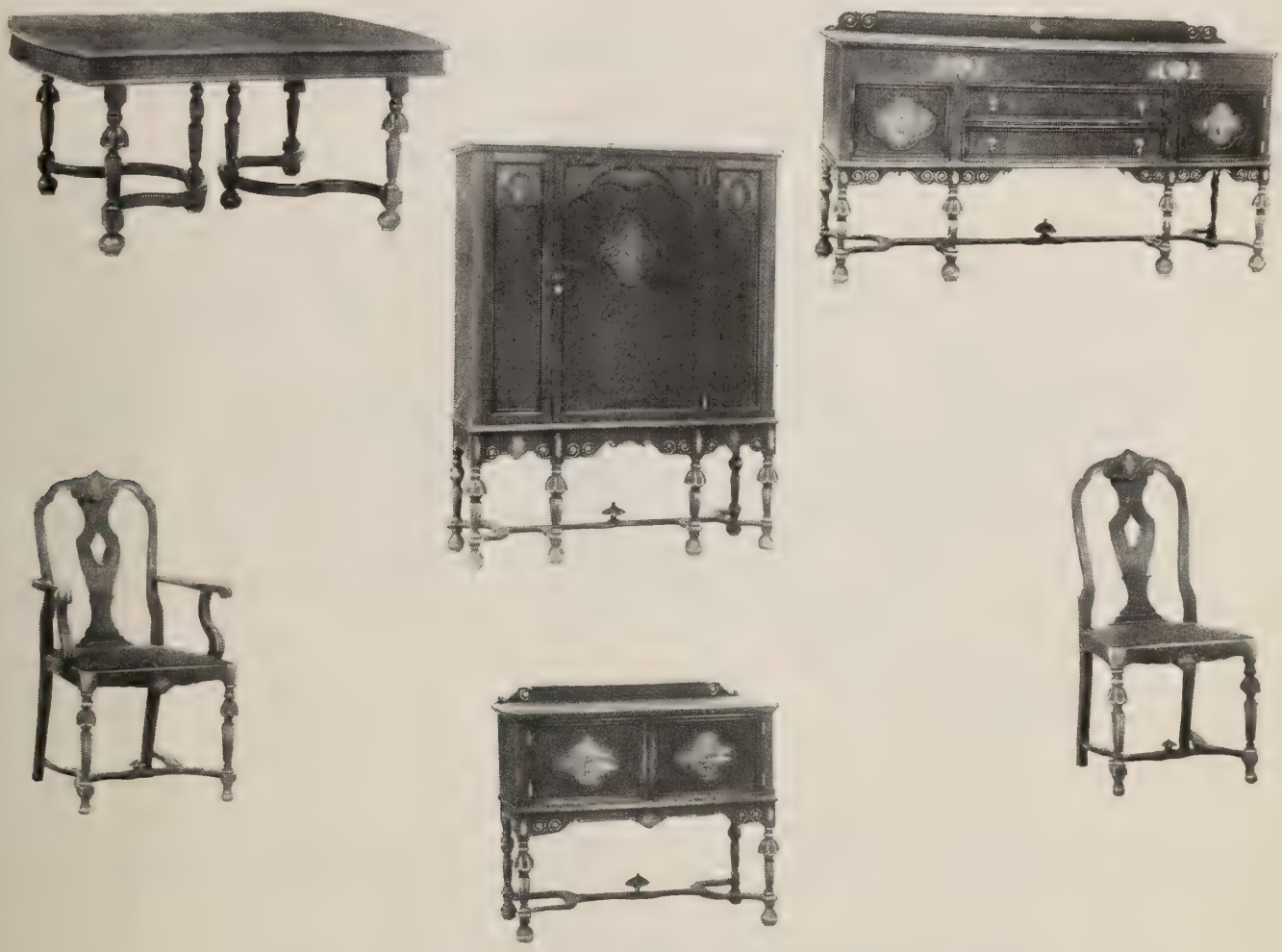


No. 0



Ontario

The STRATFORD MANUFACTURING CO., Limited
STRATFORD - ONTARIO



Solid Walnut Dining Room Suite No. 950. William and Mary Period.

Fine Furniture

We illustrate above an exclusive and original design, presenting our modern interpretation of the William and Mary period. This suite is built of the finest quality of solid walnut, and like all Malcolm furniture, is thoroughly constructed and finished.

There is a place in your store for furniture of this high order.

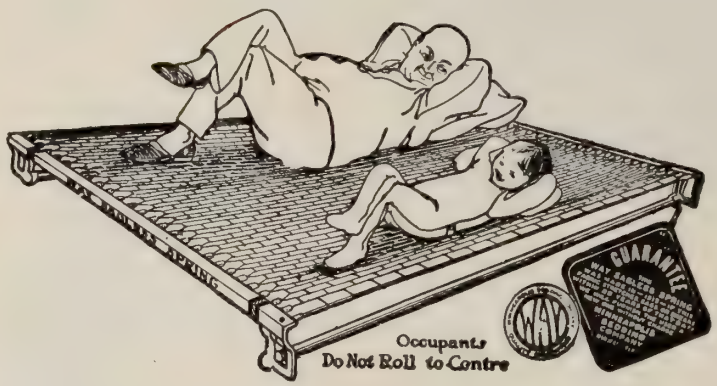
The Andrew Malcolm Furniture Co., Limited

KINCARDINE (Head Office) LISTOWEL, ONT.

The Canadian Mersereau Co., Limited

Florence Street, Toronto, Ont.

BUILDERS OF BRASS BEDS OF QUALITY



WAY SAGLESS SPRINGS

Built for Comfort

Unquestionably the Way Sagless Spring has a marked superiority. Its hollow construction is the secret, because this patented feature insures against sagging.

Way Sagless Springs are all-metal, sanitary, and absolutely noiseless. They are nationally advertised, which makes them easy to sell. Your customers will be asking for this spring. Can you supply them?

Write for Window Display and Advertising Helps.

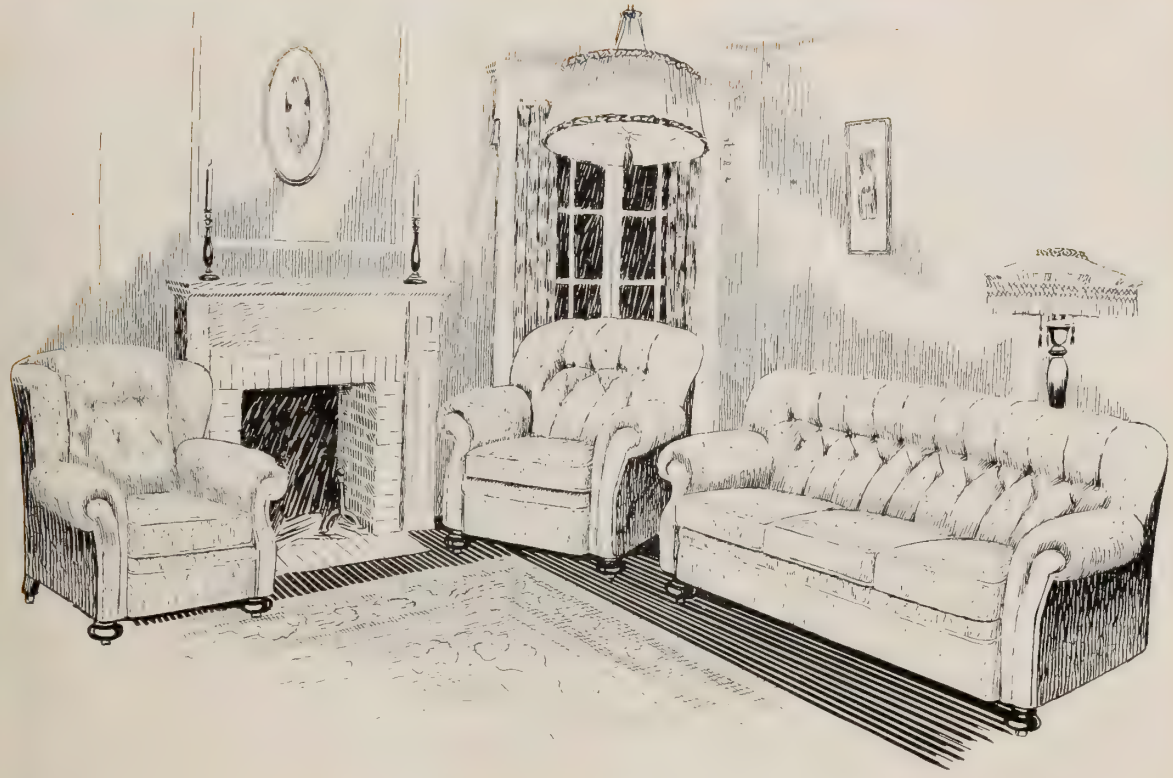
THE WAY SAGLESS DAY BED

For truly artistic designs, nicety of adjustment, completeness of detail, and perfect adaptation to its day and night uses, it is unequalled. If you are not already featuring this quick-selling line, write us to-day for full particulars regarding it.

The Canadian Mersereau Co., Limited

Florence Street, Toronto, Ont.

BUILDERS OF BRASS BEDS OF QUALITY



Exquisite Furniture
for the Living Room

"STERLING" Upholstered Furniture is rapidly becoming known for its sterling worth. There is no part of the furniture business where there is so much chance for deception. For this reason we make but one quality—"The Best."

A Linen Tag with complete description of materials used is attached to each piece.

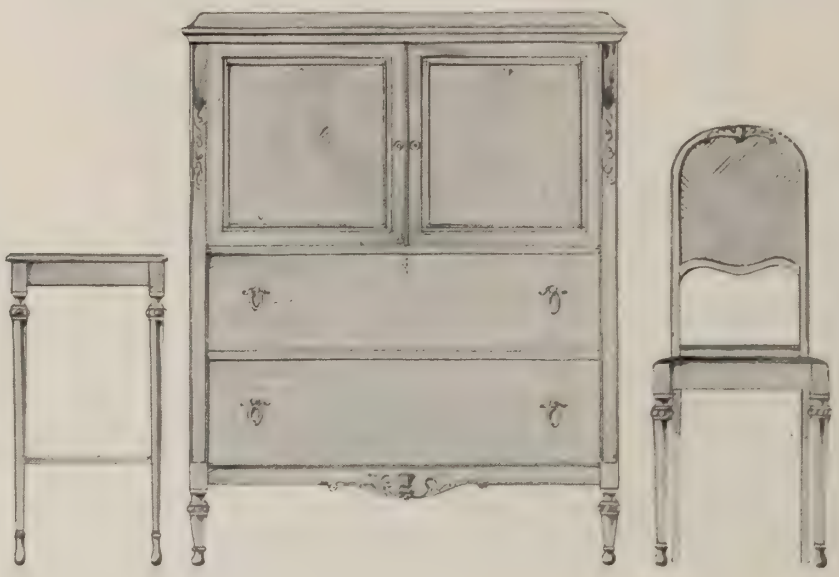
Designs are exclusive, as will readily be seen by the engraving above of an English high back suite.

Blue Prints supplied on request.

Sterling Furniture

Our aim is to make goods up to the standard our trade mark implies — "Sterling" in eve y respect.

W. J. Armstrong, Limited : Guelph, Ont.



DISTINCTIVE CHAMBER FURNITURE

In building this medium-grade line of Chamber Furniture we have given a great deal of attention to the fact that the dealer's reputation depends upon the thorough quality of his merchandise.

Ask us to send you photos of all our designs for your consideration.

MALCOLM & HILL, LIMITED

KITCHENER, ONT. *Also at LISTOWEL*



Better Furnished Homes Mean Greater Happiness

There is satisfaction to everyone in a well-furnished dining room, chamber or living room, that cannot be felt in rooms smacking of mediocrity. Anthes-Baetz "Furniture of Character" enables you to impart that appearance to rooms your customers appreciate.

The suite illustrated is Anthes No. 1602, in Spanish Renaissance, made in walnut, finished in the mode of the period.

ANTHES-BAETZ FURNITURE CO., LIMITED
BAETZ BROS. FURNITURE CO., LIMITED
BAETZ BROS. SPECIALTY CO., LIMITED

KITCHENER - CANADA

Distinctive Furniture For the Dining Room

This Queen Anne Dining Room Suite admirably portrays the beauty of Knechtel productions. And, something more than a faithful representation of period designs is responsible for the excellence of Knechtel Furniture. Something more, also, than high-grade materials and faultless workmanship. There is a subtle atmosphere of the artistic, the refined, that gives to Knechtel creations an individuality that bespeaks true quality.

And do not forget that our "Walnut" is real walnut—solid parts walnut, not gum.

THE KNECHTEL FURNITURE CO.
LIMITED

HANOVER -:- ONTARIO



No. 477—DINING SUI TE (Queen Anne)



No. 611—Chesterfield. Size: 90" long, 35" high, 37" deep.

Upholstered Furniture *for the* Living Room



No. 611—Arm Chair
Size: 37" wide, 35" high, 37" deep.

Tapestry Grades	A	B	C
Chesterfield	$119	$126	$133
Chair	60	64	67

Good value and good taste are linked together in this handsome suite for the Living Room. People who demand the best in furniture will quickly recognize its many good qualities.

Woeller, Bolduc Furniture is luxurious in appearance and well constructed and finished.

Permanent Showrooms in Waterloo; in the Wilder Building, Montreal, Mr. A. T. Edwards in charge; in Vancouver at 322-324 Water St., Mr. V. H. Wetmore in charge.

WOELLER, BOLDUC AND COMPANY

Waterloo - Ontario



HARTSHORN QUALITY LINES

Our No. 386R shown here will give you some idea of our line, yet it contains features which cannot be displayed on paper.

Our stock here should be of some value to you. Simply call up 164, Kitchener, and we will tell you what we can do.

Have you our catalogue? If not, would you please let us send you a copy?

Do you realize the value of prompt and pleasing service. Try

C. H. Hartshorn

KITCHENER, ONT.



Write for our interesting money-saving proposition to buyers in gross lots.

Be Prepared—

for a brisk summer trade in "Peerless" Folding Tables. They're going to be in great demand for garden parties, camping and summer home purposes.

The convenient and practical usefulness of the

PEERLESS FOLDING TABLE

makes a hit with every customer.

Put the "Peerless" out where it will sell itself. It won't take up much floor space and will well repay you in profitable business and satisfied customers.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**

SHAFER CEDAR CHESTS

During early Spring people everywhere are storing away furs, plumes, blankets, etc. A good window display of Shafer's Cedar Chests at this time will materially help you in making increased sales.

D. L. Shafer & Co.
St. Thomas Ontario



Kapok Mattresses

That Are Permanently Satisfactory

As buyers, we like to feel that when we place an order for a certain grade of "Kapok," the transaction is closed, we are going to get what we ordered. You like to deal the same way—there is no question about that. On your next mattress order try our 100% pure Japara Kapok Mattresses. You will not be disappointed in the quality of the goods nor in the service you receive.

Catalogue on request.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

THE ONLY COMPREHENSIVE AND PRACTICAL WORK AT A REASONABLE PRICE

THE PRACTICAL BOOK OF
PERIOD FURNITURE

By
HAROLD DONALDSON EBERLEIN
and
ABBOT McCLURE

With 250 illustrations that illustrate
RIGHT FURNITURE

This book will be welcomed by all dealers in Right Furniture, (*Antique or Reproduced*), and those who wish to buy it, and by all makers of Correct Reproductions.



Here is the book you need to give you complete, concise furniture information.

Whether you are a

Salesman Manufacturer
Dealer Designer
or Connoisseur

you should buy this handsome and practical volume.

In the Furniture business, the fact is becoming more and more important every day, that the demand for "Period" furniture is becoming the rule rather than the exception, and the customer naturally looks to the man in the store to give them what information on the subject they may lack themselves. We wonder how many of the dealers, in smaller cities and towns, or their clerks could go into one of the large city showrooms where a line of "Period" furniture is displayed, and correctly pick out the various pieces belonging to the different periods and explain to a customer just what constituted the different characteristics of each. You cannot help but see what advantage it would be to you to know all about furniture, and here at last is a book, practically an encyclopedia, at a reasonable price, which tells you all you need to know about period furniture.

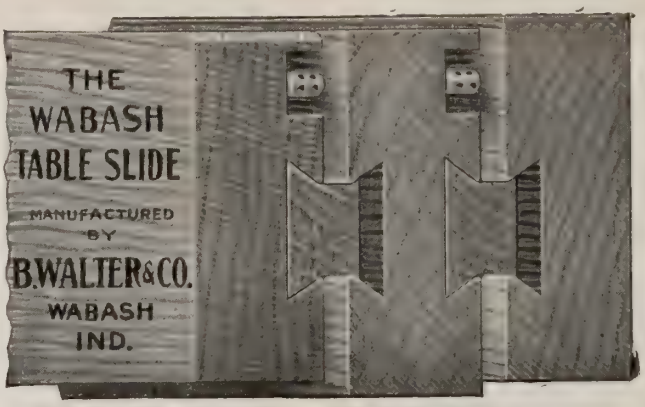
SENT POSTPAID TO YOUR ADDRESS, $6.10

CANADIAN FURNITURE WORLD, *51 Wellington St., West,* TORONTO

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

BEAT IT—
OUR "B" MAHOGANY (Imitation Mahogany on Basswood)

We are selling this moulding in increasing quantities on value

Notice the finish is French Polished and Rubbed, and is not made of cull lumber stopped up with putty and finished with brown paint, as are some other makes.

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

Invalid Wheel and Rolling Chairs



Season
Growing More
Favorable
for Their Outing

Have you a sample on the floor?

Best to have our catalogue and get the business.

THE GENDRON MFG. CO., LIMITED, 137 Duchess Street TORONTO

Verandah Chairs



The Line of Quality

It requires only limited experience in the buying of furnture to distinguish good quality. It requires more, however, to choose a line that has practical selling value as well as artistic merit. Such a product is our Verandah Chairs. Substantially constructed and attractively finished, they instantly appeal to the good taste of the buyer. Prices are extremely reasonable. Write us to-day in regard to your Spring Requirements.

New Toronto Warerooms opened at 53-55-57 Vine Ave., West Toronto, with Mr. Alfred T. Roberts in charge. A complete line of wooden chairs will be carried in stock at all times.

The Canadian Rattan Chair Company

LIMITED

Victoriaville, P.Q.



Sidway

Children's Vehicles

Possess the Quality of Individuality

AN INDIVIDUALITY THAT HELPS YOU SELL

Design, Construction and Finish have won the hearty endorsement of buyers.

Sidway Mercantile Company

864 Dufferin Street : Toronto, Ontario

Refinishing Brass Beds

Furniture Dealers have a wonderful opportunity in taking orders from their trade to have Brass Beds Refinished. We are specializing in this work and guarantee a first-class job. Beds will come back to you as good as new. Write us to-day and get full particulars. There is real money in it for you.

OXFORD BED COMPANY : 7 AWDE STREET

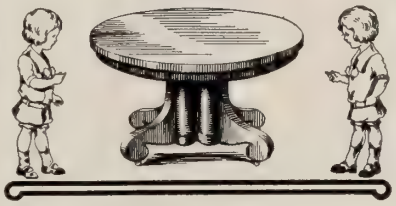
Phone Kenwood 2550 **Toronto** *Rear 928 Dufferin St.*

STANDARD SILK SHADES are more than a shade better than others. They excel in quality, and the price is reasonable. Let us quote you.

Manufacturers Trading and Holding Company, Limited

263-267 Adelaide St. W. : Toronto

TWINS



"Twins" and the "20th Century"

"TWIN" Pedestal Tables have been the means of securing the good table trade in every community to the dealer who featured them—and at a good profit.

Their high-grade appearance, their stability, the convenience of the "Tilt-Top" —appeal immediately to your customers.

"Twins" have now a sister table—the "20th CENTURY"—a table that has many of the "Twin" features, with the advantage of a lower price. Watch for our advertisement in this magazine next month, in which our new product will be shown.



Chesley Furniture Company, Limited

Chesley -:- Ontario



12 Easy Ways to Sell

Sturdy, Stylish Sturgis Baby Carriages

Tell the Proud Parent About

1. The Push Button Hood Adjuster takes the place of the old-fashioned thumb screws.
2. The Positive Locked Brake makes it impossible for the carriage to move after the brake is set.
3. The Push Button Hub Cap Wheel Lock. Take off and put on a wheel in a jiffy without soiling the fingers.
4. The Light-Weight Gear. Seven to eight pounds less than other gears. Saves a mother's lifting two and a-half tons of baby carriage every year.
5. The Smooth Hollow Steel Pushers, made extra stong, with the carriage weight perfectly balanced.
6. The Reinforced Clamp Construction which insures against breakage and prolongs the life of the carriage.
7. The Genuine, Hand-Woven Bodies and Hoods of Imported Reed.
8. The Famous Sturgis Luxury Springs protect baby from bumps.
9. The All-Corduroy Upholstering in a variety of beautiful colors and shades.
10. The Inimitable Automobile Finish. Sturgis Baby Carriages are in a class by themselves.
11. The Up-To-The-Minute Style of new models designed by artists and made by master craftsmen.
12. **The Moderate Price. There is a Sturdy, Stylish Sturgis Baby Carriage for every purse.**

A Window Display of

Sturdy Sturgis BABY CARRIAGES ***Stylish***

Will Attract Trade

WE WILL HELP YOU PLAN IT

Sturgis Baby Carriage Co., Limited -:- **60 Sumach Street Toronto - Ont.**

MEAFORD FURNITURE

Every individual sale of Meaford Furniture is a transaction that represents a real gain in profit and good-will. It means another satisfied customer is added to your list of customers. Each sale means that others will follow.



No. 5020

The Meaford Line



Dealers who handle Meaford Furniture find it a live line. The good material, the construction, the diversity of design, constitute a far-reaching appeal that meets the style tastes and value demands of the average buyer.

Your enquiry will be given prompt attention.

Meaford Manufacturing
COMPANY, LIMITED
MEAFORD :-: ONTARIO

Take Your Profits Early on Linoleum, Oilcloth and Rugs

So thoroughly have we covered Canada with advertising, on the merits of Linoleum, Oilcloth, and Rugs that every floor covering dealer should already be away to a good start on selling. That's why we say—"Take Your Profits Early." Remember the old saw? "A Bird in the Hand is worth Two in the Bush."

First Make early displays, and plan them with care. Devote much space to display in department, as well.

Second Plan your newspaper advertising and keep it fresh and new.

Third Get out at least one strong sales letter to your customers and prospects as to **their** need of linoleum or oilcloth in the house.

Fourth **Write us to-day for supply of sales' helps and state what you most need.** Then, when you receive them, **start them working for you at once.**

DON'T FORGET TO STRESS ON GREATER USE OF OUR ENAMELLED OILCLOTHS

They should be used more extensively in Canadian homes. See that your samples are prominently displayed. Outline these advantages to your customers and

WATCH SALES DEVELOP

1. As wall protection behind sinks. 2. For lining and covering boxes. 3. For making moth-proof bags. 4. In the sick room as mattress protection. 5. In the camp, for protection from damp ground when sleeping out. 6. As basket lining. 7. As sign-writing material. 8. Making fish or laundry hampers. 9. For making bibs, aprons, sleeve protectors, etc. 10. Lining kitchen and pantry drawers. 11. For protection to table tops between silence cloth and table surface (enamel side up.) 12. For covering school and other books, parcels, etc.

Wise merchants are planning already, are you?

Products sold through wholesale jobbers.

Dominion Oilcloth & Linoleum Co., Limited

MONTREAL - CANADA

GOLD MEDAL LINE

Upholstered Furniture of QUALITY





No. 819 Suite—Selected Birch, finished in Walnut or Mahogany. Spring Back. Marshall Cushions.

Ask us for illustrations and samples. We have a splendid range of fine, imported English and French tapestries at low prices.

Order early for your spring supply of

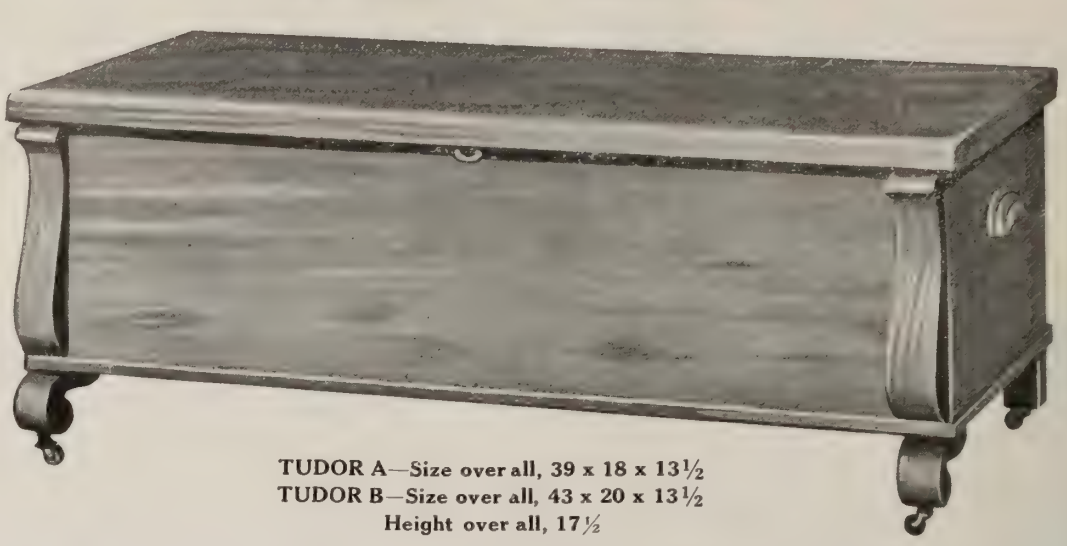
Hercules Bed Springs and Purity Mattresses

The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE MONTREAL WINNIPEG

Genuine Tennessee Red Cedar Chests

The Chest of a Hundred Uses



TUDOR A—Size over all, 39 x 18 x 13½
TUDOR B—Size over all, 43 x 20 x 13½
Height over all, 17½

A very popular design. Graceful and elegant. It has large capacity, and is fitted with air-tight lid. Moth, mice, dust and damp proof. The beautiful, dull-rubbed, natural finish, brings out, in this chest, the natural beauty and peculiar characteristics of the genuine Red Cedar. This alluringly simple design has always been a great favorite on account of its capacity and fine proportions.

Manufactured only by the CEDAR CHEST DEPARTMENT of

GUELPH CARRIAGE TOP CO., Limited GUELPH, ONTARIO

ADJUSTO

SANITARY
VENTILATED
ADJUSTABLE

MATTRESSES

In style, service, and value the "Adjusto" is a real leader. Each mattress weighs 45 lbs. and contains all new sanitary white felt. Built by skilled workmen, they have many selling points of merit, and just that stamp of quality which makes an immediate impression.

The Ontario Spring Bed & Mattress Co.

LONDON - ONTARIO



LOOM WOVEN
Lloyd
Baby
Carriages
and Furniture



The Design of Quality and Quantity

This official Lloyd design is appearing in all Lloyd advertising. Use it, Mr. Dealer, and tie up to our campaign.

MR. DEALER:—

Our national advertising campaign is now on. Thousands of requests are coming to us from prospective baby carriage buyers from all parts of the nation. We are mailing proper literature with the names of our dealers nearest to the prospect. This should produce real business for you.

But you can get quicker and better action by tying up to our advertising if you will let your people know you sell Lloyd Loom Woven Products by

1. **Advertising them in your newspapers**
2. **Decorating your windows**
3. **Improving your sales floor displays**
4. **Using our street car cards**
5. **Using our motion picture slides**
6. **Using our mats or cuts**
7. **Following up birth announcements**

We have proper supplies for all of the above and will mail them free to you upon request.

Don't forget that we are advertising during 1921 in

158 GREAT AMERICAN NEWSPAPERS
9 LARGEST AMERICAN MAGAZINES

In addition we are approaching 100,000 prospective mothers and advertising in many other ways. Get your share of the harvest.

THE **LLOYD MFG.** CO.

MENOMINEE MICHIGAN

Lloyd Loom Woven Wickers are First in Demand In every way Better than those made by Hand!

GUELPH
Floor Coverings
EXQUISITE

THE Guelph "Tekee" rug is our highest grade of extra quality worsted Wilton. It marks the height of achievement in Jacquard weaving, combined with perfection in the designer's and colorist's art.

The line comprises several patterns in many colorings—prepared specially for the best retail trade.

This "Tekee" fabric will more than favorably compare with any imported cloth in the "French Wilton" class.

The "Guelph Tekee" is the evidence of our ability to produce the best Worsted Wilton rug in Canada.

Retailers handling this line are making many friends—why not YOU?

The Guelph Carpet & Worsted Spinning Mills, Limited

GUELPH, ONTARIO

TORONTO OFFICE
516 Empire Bldg.

MONTREAL OFFICE
616 Drummond Bldg.



Imposing front of R. T. Holman, Ltd., department store at Summerside, P.E.I., which company has built up a wonderful furniture business.

INCREASED CUSTOMERS FROM SEVERAL HUNDREDS TO 60,000

P. E. I. town of 3,000 has, proportionately, built up largest retail furniture business in the East.

Written specially for Canadian Furniture World by Maritime correspondent

MOST people think of Prince Edward Island as the smallest of the nine provinces, the home of the "Fur Farming Industry," the "Garden of the Gulf," or, as it has been called," "The Denmark of Canada."

Few west of Montreal regard it in the light of a very active commercial centre and it would no doubt be news to many that in Summerside, the second largest community in the Island province, with a population of 3,000, is located the largest retail business in the world, in proportion to population, embodying the largest furniture department in all Eastern Canada. Proof of this is shown in the fact that the turnover last year, for the whole store amounted to $2,000.000.

The corner-stone of the tremendous business now controlled by R. T. Holman, Ltd., at Summerside, was laid some sixty-four years ago by Robert Holman, who started a small store in the face of depressing business conditions. But the business principles of the founder were sound, as the years of increasing success have proved, and the satisfactory service and courteous treatment accorded customers, linked with prices and merchandise that meant real value, have increased the original list of customers from a few hundred to more than sixty thousand.

The great bulk of trade enjoyed by the store is from neighboring farms and villages, the largest neighboring town being one of 1,000 population, about 10 miles away, and Charlottetown, the only other large community, and the capital of the province, is some 48 miles away.

Publicity a Strong Feature

With the handicap of a small local market and a widely scattered field of customers it was necessary to establish and maintain a very aggressive advertising campaign. Newspaper space in Nova Scotia, New Brunswick and Prince Edward Island papers is used largely for local and mail order trade; a very complete catalog is issued twice a year to a large and selected list of mail order customers; bill boards, posters, and outdoor signs as well as local circularizing are also used extensively; so to those who do not live conveniently near, the slogan "Shop by Mail from Holman's Catalog" is a very familiar order, generally followed.

"Something New" is the watchword of Holman's advertising, and no opportunity is overlooked to increase business, even when it is at its best. For some time the firm issued trading stamps, but this was later discontinued. Refunding a portion—and later all—or rail fares to out-of-town customers—was another scheme and this has developed into the Holman Special Bargain Train used frequently to bring to the store customers from a 48-mile radius along the Island railway system. As many as eight passenger cars have been in these trains and a special representative of the firm is usually aboard distributing advertising matter and looking after the interests of the prospective customers.

Another plan, very successful, was to get the smaller local stores to join in a Summerside-Two-Day-Special Sale: the smaller stores benefiting by the large

advertising campaign. A bean-guessing contest with prizes to the value of $550 was also conducted on several occasions, as a joint sale plan.

Recently the firm conducted a Popular School Boys' Contest. More than 100 school boys entered. Every dollar purchase gave 100 votes to the favorite candidate and the prizes aggregated $100 in value.

A corps of traveling salesmen tour the provinces regularly, securing the names of those who are about to build or remodel homes, as well as those in need of furniture. The expense incurred by the travellers has been more than offset by the actual business created.

Special Features of Furniture Department

The furniture department of R. T. Holman, Ltd., comprises two mammoth show floors, splendidly lighted and fitted with all modern show fixtures. These show rooms display about the largest variety of good furniture in Eastern Canada and are backed by a reserve stock that taxes the capacity of several warehouses and a whole floor of the main store building.

Entrance to the main furniture floor is made through a wide vestibule, with revolving door frame, and the natural and artificial lighting effects are arranged so that the various pieces of furniture are shown in their very best light. The furniture display windows are among the largest in Eastern Canada and are capable of fully displaying a three-room dressing at one time. It has been found that a corner of the department dressed completely to represent a room shows the furniture to the best effect. This plan is generally followed, and a modern room—bedroom, dining-room, parlor, living-room or kitchen is displayed each week.

The same care given to the arranging of the ground floor showroom has been given to the second floor, where an entirely different range of furniture and goods is exhibited, library, and bedroom furniture is the chief attraction here, though the display of sewing machines, kitchen chairs and kitchen cabinets would do credit to a metropolitan establishment.

At the rear of this floor is the repair department where a staff of skilled cabinet makers re-assemble the furniture as it arrives from the factories and give it its final dressing before going on the floors.

Buy Stocks by Carload

Buyers from Holman's furniture department make regular trips to the leading houses in Canada and the United States and have what is considered the best connections enjoyed by any Canadian concern.

The orders placed by the firm are large and for one year would approximate six carloads of kitchen chairs, five carloads of beds and springs, carloads of talking machines, about 3,000 mattresses and a proportionate amount of other lines which are carried.



View of upholstered furniture section in the Holman store Summerside, P. E. I., Beds and bedroom furniture may be seen along the right hand wall.

A music department is a recent addition to the furniture department, and is already one of the most popular sections of the store.

The house furnishings department is fitted with multiplex display fixtures for displaying carpets, rugs

wall papers and curtains, and also carries a very complete line of oilcloths, linoleums, tapestries, upholsterings, and window shades. This department is immediately adjacent to the furniture department.

This big furniture store is handicapped by the fact that there is no large factory in the province and all buying is necessarily done with Upper Canada factories. Summerside is a good geographical centre for the entire Eastern Canada market, with cheap power, very moderate taxation, and the living costs are perhaps the lowest in the east, consequently this town offers an opportunity for a well managed furniture factory.



Another section of the furniture floor in Holman's store at Summerside, P. E. I., showing chairs, chesterfields, dining tables and pictures.

ITALIAN RENAISSANCE *in* OUR FURNITURE

A NOTICEABLE feature at this year's Canadian furniture shows was the number of pieces in Spanish and Italian Renaissance shown. The Italian is the latest of the classic lines seen in furniture.

A writer in the Philadelphia Public Ledger telling of the "invasion" of Italian furniture into America says architects are mainly responsible for the interest shown in Italian furniture. Italian pieces of the fifteenth, sixteenth and seventeenth centuries conformed exquisitely with the architecture of the houses in which it was placed, as it also conforms with much of the architecture of the present. Take the lovely straight-lined Italian chair with its square, sincere lines—how perfectly it accords with the structure of a room, frequently with the structure of the house itself.

"There is a restful harmonizing of Italian furniture with the lines of a room," says this writer, "and I want you to note in this respect not only the chair but the exquisite refectory tables, frequently massive yet invariably graceful, and the perfectly proportioned cabinets and cupboards and the glorious chests."

The woods used are unfinished oak, usually of a dark, rich texture, and the older pieces have an old patina or silken polish upon them which comes only with age; and then walnut, usually quite dark, often the black walnut itself. The latter wood is more characteristic of the decadent period of the Italian Renaissance.

But it is the color, the glorious color, which in the early and middle periods of the Italian Renaissance was handled so well, that is appealing so strongly today. The decorating shops, too, are showing much Italian colorings in their displays.

BOOSTING THE MADE IN CANADA IDEA

Brampton merchants, gave a big push to the plan—Local furniture dealers prominent in campaign

(By T. H. McKILLOP, Brampton, Ont.)

BRAMPTON people have been quick to grasp the significance of and the far-reaching benefit to be derived from a close adherence to the "Buy-in Canada" policy. While no radical change has yet been effected, we have just reason to believe, says The Brampton Conservator, that the seed being sown through the Brampton Board of Trade propaganda has



Page space used by Brampton furniture house during the Made-in-Canada sale.

already borne some fruit. Certainly it has set the majority of the people thinking and while perhaps only a few have set up the Made-in-Canada slogan as their golden rule, many others are on the verge and we will be surprised if it's not a general thing for all buyers to insist on Made-in-Canada goods before this campaign has ended.

That the Brampton manufacturers and local merchants are whole-heartedly behind this timely enterprise is evidenced by the fact that already they have put their shoulder to the wheel and are doing their part in the further education and practical carrying out of the Buy-in-Canada idea. Many of them were quick to grasp the timeliness of the campaign and their logical advertisements bring home very forcibly to the people of the town and district the practical side of the campaign.

"A profit is not without honor save in its own country" is the heading used on a splendid educational advertisement by one of the manufacturers, and McKillop & McIntyre, the furniture dealers, are featuring a big "Made-in-Canada—sold-in-Brampton" sale" which, because of the goods offered and the prices prevailing, should prove conclusively to their clientele that there's a lot of truth in their assertion that you can buy furniture in Brampton cheaper than you can in Toronto. Dealers in other lines have listed a number of Made-in-Canada lines handled by them and attractive display cards emphasizing that the goods are strictly "Made in Canada," cannot help but catch the eye of the passer-by and make an appeal for this "homemade" product.

One dealer's advertisement is headed: "Are we Consistent?—Yes!" and points out how the Brampton public can reduce prices by buying all things possible from Canadian manufacturers. Another dealer stresses

WHAT SIZE IS YOUR DOLLAR?

Is it this size?——or——Is it only this size?

ONE DOLLAR
—worth 100 cents

Note: This is the normal size of a Canadian dollar when used to buy Canadian-made goods.

ONE DOLLAR
—worth 85 cents

Note: This represents the reduced buying power of a Canadian dollar when used to buy goods made in the United States.

YOU worked hard to earn those dollars in your pocket, in your purse, or your bank account.

You would not want anyone to extract three or four bills from your purse every time you drew a little money from the bank to go shopping with.

Yet this is exactly what happens every time you go down town and buy goods made in the United States.

Last year Canadians bought nearly a billion dollars' worth of U. S. products. Probably all of us helped to some extent to make up that tremendous total.

There are some things we have to buy from the United States, but there are many other things we can buy more cheaply and of just as good quality of manufacture in Canada.

Thus we save the exchange, or in other words our money hasn't shrunk 15 per cent. to 20 per cent. before we get a chance to spend it.

Every dollar spent for goods made in Canada retains its full life size as shown above.

And in addition we run a fairly good chance of seeing that dollar again.

And in addition we help to give employment to Canadian workmen; and indirectly, or it may be very directly, we help build up this very community in which we live.

BUY AT HOME

BUY MADE-IN-CANADA GOODS

Be loyal to your country and be loyal to your own community.

Published in the interests of Canadian workers by

THE BRAMPTON BOARD OF TRADE

Argument used by the local Board of Trade to help disseminate the "Buy Made-in-Canada" idea.

the joint idea of banishing the "Buyers Strike" and "Buying in Canada."

What will your answer be to these and many similar appeals that will be made to you during the next five weeks? asks The Conservator, and concludes: You cannot afford to ignore them, you dare not. You, Mr. Buyer, must give heed to the Buy-in-Canada idea—Canada's prosperity—your prosperity, is dependent upon it. Read, mark, learn and inwardly digest, and then act intelligently, and you—Brampton—Ontario—Canada—will be the better for having done so.

"Keep Canada Busy"—It's up to you.



Window display of beds made by the Arcade Company, Brantford, linking up with the manufacturers' publicity.

SELLING MOREBEDS AND BETTER BEDS THROUGH CO-OPERATION

Manufacturers, newspaper and retail furniture dealers unite in plan to educate public taste.

Written for Canadian Furniture World by JAMES C. RAIT.

A GREAT deal is heard these days about the value of co-operation in business. Manufacturers are co-operating one with another. The retailer co-operates with his brother retailer and the manufacturer with the retailer, yet these conbinations do not embrace all that can be linked together in a co-operative plan.

In proof of this a manufacturer, a newspaper and a retailer are at present co-operating in Brantford, Ont., to further the interests of better bedding, and what factors are more essential to real co-operation than these three—the manufacturer who makes the commodity, the retailer who sells it, and the newspaper which carries the message of both to the consumer.

This co-operative plan is in actual progress between Simmons Ltd., The Expositor, and The Arcade Ltd., Brantford. While still in its initial stages it is meeting with considerable success and a detail of the plan may be of value to those who are interested in a greater co-operation in business. The accompanying advertisements and photograph illustrates just what has been done so far.

The Simmons, Ltd., in their national advertising campaign are using the medium of The Brantford Expositor to tell their story to the people of Brantford, and the surrounding country. But the Expositor does not feel their duty ends in the insertion of Simmons advertisements. Believing that the ideals as expressed in these advertisements and beneficial for the welfare of the community, they, in the form of a news item, give publicity to the ads. of Simmons, creating a desire in their readers' minds to see and read the ads. for themselves.

Linking Up Displays with Advertising

The Arcade also believes in the Simmons ideal regarding the sleep question and are featuring these



How manufacturers and retailers linked up their advertising publicity.



beds, as the third link in the chain, by devoting large floor space and one of their main windows to the display of Simmons bedding, also by using the medium of The Expositor to tell the people of Brantford where Simmons beds can be seen.

The photo of the Arcade special window display gives some idea of the effort being put forth to show the decorative value of Simmons beds. The cards in the display tell the story of just why "Simmons bed are built for sleep." The advertisements, combined with the photo, show what a strong combination can be achieved when a manufacturer, a retailer and a newspaper co-operate.

And here is the news matter which The Expositor published in its editorial columns:

"Can Advertising Sell Sleep?"

Many and varied are the uses of advertising, but perhaps no advertising is more unique and really noteworthy of comment than that of Simmons Ltd., that appears in to-day's Expositor.

"Simmons Ltd., of course, manufacture the famous Simmons beds, built for sleep.

"Before Simmons Ltd., had this campaign prepared scientists and their expert bed makers conferred and discussed not beds, but sleep. What disturbed sleep? Under what conditions the most satisfactory sleep might be had.

"These conferences brought out the fact that unsteady beds, lumpy mattresses and sagging springs were not conducive to ideal sleep and accounted for that tired, exhausted feeling after an early retirement.

"Then Simmons' bed makers designed and built the beds, mattresses and springs that would invite relaxation, and give you sleep that was truly resting and refreshing.

"That they have succeeded is evident in the constantly increasing demand for these new continent-wide famous beds.

The Expositor believes that they contain much matter that is unusual and interesting.

"The Arcade Ltd., feature Simmons' beds "Built for Sleep," and are now giving them a special showing."

GOOD STORE GREETING

Furniture dealers might well put this store greeting on a display card, and mount it where it will be seen:

"To you who enter this place, we give hearty greeting.

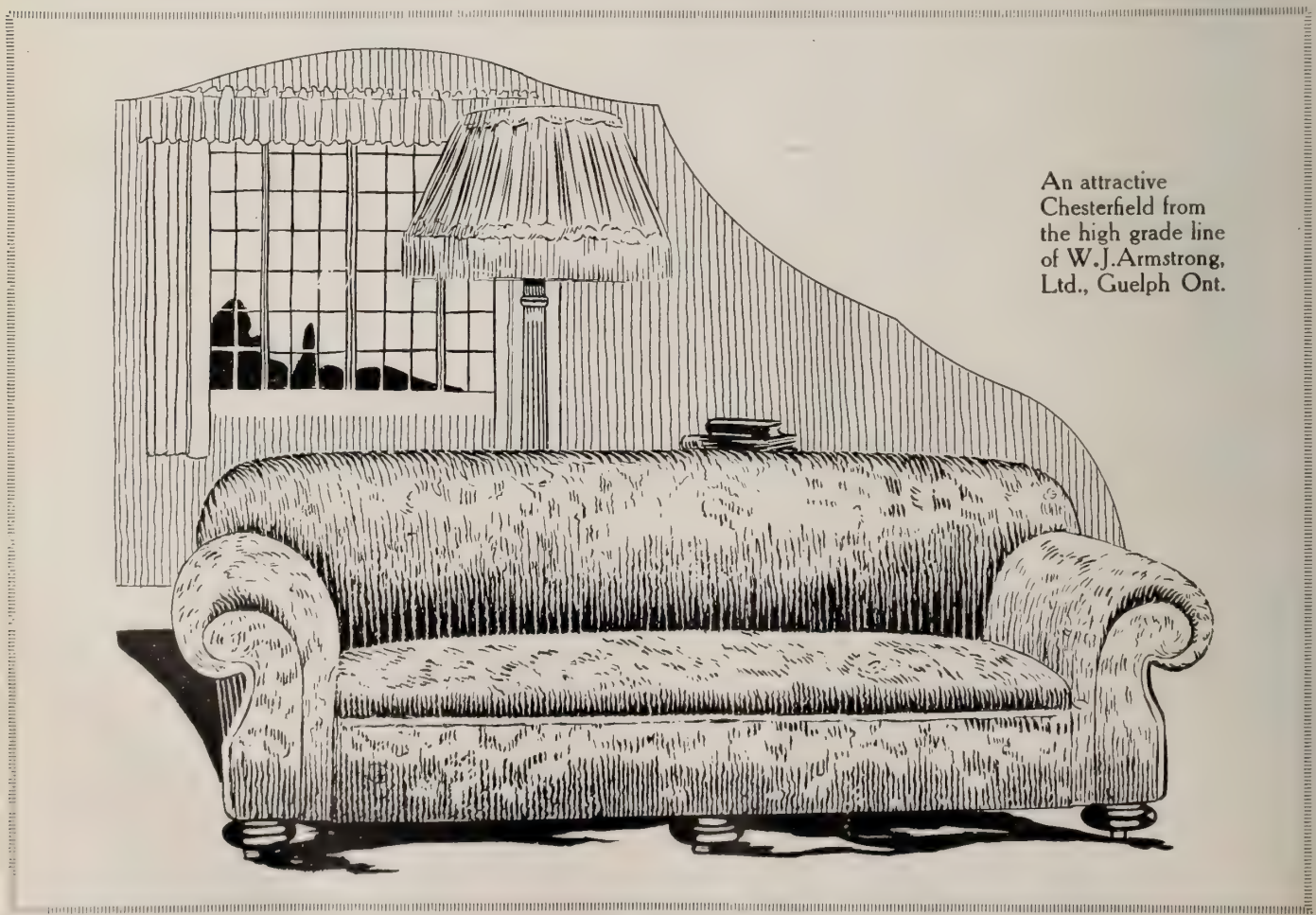
"We would rather see your face coming in than your back going out.

"This is not a refrigerator plant, but a Human Store, where warmth of cordiality is extended to all.

"This is your store, conducted by us. Come as often as you wish, stay as long as you can, whether it be to purchase or look around."

ONE CENT FURNITURE SALE

The Dale Furniture Co., Toronto, recently conducted a "one-cent" sale of couch cushions. Nicely finished couch cushions, covered in pretty cretonnes, size 20 x 24 inches, and filled with clean, light kapok, were offered at $1.95 each and an additional one could be purchased for an extra cent. It is hardly believable how a furniture dealer can get by the "one cent" sale, but this Canadian firm put it over all right.



An attractive Chesterfield from the high grade line of W.J.Armstrong, Ltd., Guelph Ont.

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian FURNITURE WORLD AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

Subscription Rate $1.50 per year in Canada, Great Britain and British Colonies; $2.00 to the United States.

VOL. 12. TORONTO, APRIL, 1921 No. 4.

PROGRESSIVE METHODS THAT BUILT UP HUGE FURNITURE TRADE

THE first article in this month's issue of Canadian Furniture World tells an interesting story of how R. T. Holman, Limited, of Summerside, P. E. I. built up a huge furniture trade in connection with their other lines of business.

Some of the methods employed may not be entirely new, but there are one or two features which are decidedly novel. The running of a special train on certain occasions from nearby towns and settlements is a stunt that has been employed by few retailers in any line of business, so far as we at present know, and it has paid immensely.

There are several other features that this firm adopted which has brought business and made for profits in their store. Being located in a small town this company through aggressiveness and progressiveness has built up a furniture busines that ranks among the top notch furniture businesses of Canada. In fact, as the principals state, they have, by the employment of up-to-date methods, built one of the biggest businesses in the world when the size of the community is taken into consideration.

GETTING AFTER THE PROFITABLE SIDE LINES

IS the furniture trade losing out to hardware dealers any of its profitable side lines? This query may be answered pro and con; but that an increasing number of hardware dealers are taking up the selling of home furnishings is true. The reading of the hardware trade papers and the advertisements of hardware dealers in local newspapers shows that many hardwaremen are going after sales of this class of goods and going after them strong.

Furniture dealers should look into this question and not allow themselves to have this trade taken from them by either the hardware trade or the mail order houses.

WHAT A BOUT SUMMER FURNITURE?

ANOTHER matter to keep in mind is for furniture dealers to help make this season's selling a profitable one. To do so furniture dealers should more strongly go after sales of spring and summer goods.

The present spring season is not the most busy or profitable one that the furniture trade has seen—both manufacturers and dealers vouch for this—but there are avenues of trade that if pushed and brought to the attention of the buying public would undoubtedly result in the increase of sales.

Lines of porch and verandah furniture, lawn swings for children, furniture for the summer cottage and camps, and the innumerable articles of house-furnishings during this spring house-cleaning season are goods that should appeal with double force to the busy housewives just at this time.

THE WEEKLY HALF HOLIDAY

WEDNESDAY afternoon closing all-the-year round has been in vogue among all the retail stores of Galt, Ont., for some time, and the arrangement appears to be working out very satisfactorily. Clerks are well pleased with it as it gives them a resting period in the middle of the week and affords them an opportunity for recreation and transaction of personal business.

The proprietors of the stores have no complaint either. Those questioned expressed the opinion that just as much business was done under this arrangement as if they remained open Wednesday afternoon. It also breaks up the week for them and gives them a chance for a "change," felt at all times but particularly during the summer months.

Even when furniture stores feel they cannot afford to close a half day all the year round it is good practice to do so during the warm weather, and Wednesday seems to be the best day in the week for the closing. That day is more generally observed by retailers in other lines of business, and seems to suit requirements better than does Saturday, which in the furniture business is the best selling day of the week.

GET YOUR SHARE OF BUSINESS

WHEN there isn't much business the way to get your share is to go after it. If you wait for business to come to your door you'll be disappointed. It will be waylaid somewhere down the street and taken by one of your alert competitors. If you think it is true economy to stop making an effort to sell your goods under present conditions, you're mistaken. If you regard advertising as a means of stimulating sales only in good times that's the biggest error of all. Advertising is a fine—necessary—tonic for sick business, too.

Great quantities of house furnishings are bought every day—even now. If you are not making many sales it's your fault. Somebody is supplying the demand, and if it isn't you it's your rivals! Find the buyers—there are still a lot of them!

INCREASING THE SPRING AND SUMMER FURNITURE SALES

Preparing for warm weather sales by educating public—Lawn and porch furniture as all-year lines

THAT furniture dealers are giving more attention to summer furniture lines than they have in the past is a truism that cannot be doubted. Our Canadian people generally are naturally ambitious to have their homes furnished in better style and to introduce therein a variety of furniture articles. Hence the demand for seasonable home furniture.

But that all dealers are not yet imbued with the idea of pushing summer furniture lines is also true. Instead of trying to educate the public up to better and more furniture, these dealers wait for demand to come to them.

Even where, what is known as summer furniture—wicker, reed, etc.,—are regarded as slow movers, a demand can be worked up by furniture dealers for summer lines like refrigerators, lawn swings, hammocks and similar items which the dealers know are sold in all communities.

What some dealers are doing

Greens of Hamilton every year put on a refrigerator demonstration and sale which nets them profits and makes for good business at the commencement of the summer season.

Thomas' of London; the Adams Furniture Co., Toronto; and the W. B. Jennings Furniture Co., of St. Thomas, are other Ontario houses which also develops the refrigerator business as an aid to increasing summer sales.

The Nova Scotia Furnishings Co., at Halifax, and The Crescent Co., at Winnipeg, put on special refrigerator sales last year that attracted attention from outside points and brought in country people as customers.

How was this done? Principally through newspaper advertising, window display and demonstrations in the store, the sales being limited to a certain period so as to gauge results.

Porch and lawn furniture can also be handled the same way. Possibly this class might be more difficult to demonstrate, but in most communities the live dealer uses some form of publicity and he always has his windows.

The Spring Opening Idea

Dealers in the larger centres usually have a "Spring Opening" at which an orchestra plays, the store being decorated with flowers, and the summer lines being set off to the best advantage.

In introducing any new line of furniture the power of salesmanship has to be invoked. With summer lines this should not be very difficult, the goods being attractive in appearance and appealing to the housewife, especially, by their utility.

In reed and rattan furniture there are now offered a great variety of items suitable to all needs and all purses. These come in chairs, rockers, lounges, etc., suitable for lawn, porch, verandah, sunroom, and for livingroom and parlor throughout all the year.

For lawn and garden purposes, and for verandahs, too, there are park and garden seats, lawn and porch swings, and "old hickory" furniture.

Awnings Should Sell through Trade

Awnings also are becoming a prominent line in summer furnishings in both town and country. These are not confined to homes exclusively either, for industrial plants are now demanding the cooler and



Summer furniture for porch, verandah or sun room. Display made by the T. Eaton Co., Toronto.

prettier window fixtures for their windows as an aid to bettering the appearance of their buildings and as a means of welfare for their employees. The furniture dealer is the logical man to handle this business.

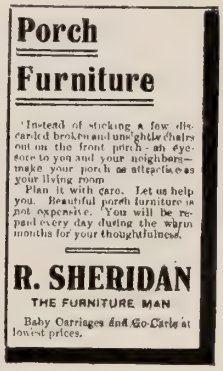
In a special class by itself is the summer resort and profitably sold a number through their store display only.

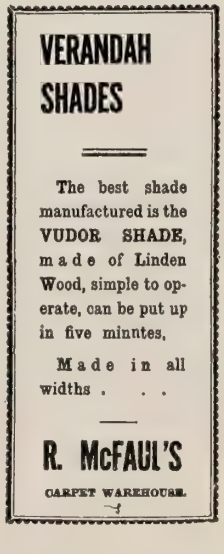
The Burroughes Furniture Co., in the west end of that city, has for the past couple of seasons handled canoes. This year they are already showing these in











Examples of summer furniture advertising which has been done by Canadian city and small town furniture dealers. The publicity compares very favorably with some U. S. advertising, the first ad. being a New York firm's style.

trade, and the nearby furniture dealers should naturally get most of this business. One of our large mail order houses is said to pay five cents each for the names and addresses of people who own summer cottages, so that advertising literature may be sent them about summer needs.

In this connection let it be suggested to dealers situated in summer resort locations that they themselves can do much to create a healthy public sentiment in their respective communities which will do much to increase their summer trade.

City people going to the country for the summer are often regarded as rich, and to be "bled" at every turn. If the furniture dealers offset this added business will surely come to them.

Lawn Swings and Canoes

In selling lawn swings the Dale Furniture Co., Toronto, made a bid for some of this business last year their windows and believe they will sell many because of the inquiries they have received during the past winter and this spring up to now.

One of the larger department stores is also pushing canoes, and recently made a window showing which drew a crowd of gazers to the window. The scene showed a natural-looking wood, and in the foreground was a tank of water to represent a brook. The sides of the brook were covered with moss, and riding on the water was a canoe with two figures—a man and woman. The window always had an audience, and should certainly lead to sales.

Hammocks and hammo-swings are another line worth developing; and some other suggestions may be had by glancing over the accompanying examples of advertising which some Canadian furniture dealers put out last year.

TREMENDOUS SALES POSSIBILITIES FOR ELECTRICAL APPLIANCES, AND FIXTURES*

Facts showing tremendous market in Canada for Household Electrical Fixtures and Supplies

OVER three hundred million dollars for electrical appliances: That is a conservative estimate of what may be termed the possibilities in the electrical appliance market in Canada.

This market is available at the present time. That the number of homes where electricity is installed will be doubled in Canada within a few years is a foregone conclusion.

Number of Wired Homes

There are 686,424 homes in Canada with electrical connections. Each of these homes has a potential field



The Adams Furniture Co., Toronto, have been building up a splendid fixture trade, and have also gone in strong for home labor savers. Here is a new showing of the Adams electrical department.

for the sale of at least $500 worth of electrical appliances, which amount could be extended to $1000 and still be within range of possibility. That means at the present time there is a market for the sale of these goods in Canadian homes to the extent of $343,212,000. There are 1,416,311 occupied dwellings in Canada. With the number of electric lighting connections 686,424, practically every other home is wired. In the United States there are 22,000,000 homes and 7,000.000 of these are wired for electricity, which shows one home in every three equipped with electricity.

Canada's Electrical Power

Canada has a total of 18,803,000 horsepower available for electrical development, with only 2,305,310 horsepower developed. Yet the developed horsepower is sufficient to supply more than one-half the homes of the Dominion. Canada's per capita electrical development is larger than all other countries with the exception of Norway. Canada's available horsepower per capita is greater than all other countries.

Tremendous Field for Development

That there is a tremendous field for the development of electrical sales in Canada can be seen from the facts quoted above.

Electrical clothes washers, electrical clothes ironers, dish washers, suction sweepers, refrigerators, ranges, kitchen power tables, portable lamps, heaters, fans, irons, toasters, percolators, grills, sewing machines and lighting fixtures—these all offer a wide range of articles that will be in greater demand each year in Canadian homes.

How Sales Develop

The town of Walkerville, Ontario, may be taken as typical of many cities and of what can be accomplished in the way of electrical sales. In the year 1917 a Hydro-electric Shop was opened, and the sales in that year amounted to approximately $12,000. This business was increased to $28,000 in 1918 and to $62,850 in 1919. In other words the business has doubled with each succeeding year. What has been accomplished in Walkerville over a period of two years, is within the range of possibility for the whole of Canada.

Proportions of Articles Sold

The proportion of sales for the various lines may be computed by taking the case of the business in an average city. Here again we cite the record of the Hydro-electric Shop in Walkerville:

		Per Cent.
Electric ranges	$12,000	19
Electric Washing machines	4,000	6.5
Electric Vacuum cleaners	4,000	6.5
Electric Portable lamps	1,000	1.5
Electric heaters	1,600	2.5
Electric fans	1,500	2.3
Electric irons	1,500	2.3
Electric Toasters	900	1.4
Electric Percolators	350	0.55
Lamp bulbs	10,000	15.8
Miscellaneous appliances as grills, sewing machines, water heaters, flashlights, hot plates, etc.	4,000	6.5
Miscellaneous appliances, as sockets, wire cord, fuses, etc.	3,000	4.7
Wiring work and installing apparatus	9,000	13.1
Induction motors	10,000	15.8
	$62,850	

*From a copyrighted report made by the Continental Publishing Co., Toronto, publishers of "Everywoman's World" and "La Canadienne" and printed by their permission.

FURNITURE DEALERS LOSING OUT TO HARDWAREMEN

Housefurnishings and kitchenwares are profitable side lines, being sold by the hardware trade

BECAUSE of laxity in initiative many furniture dealers are losing out to the hardware trade some very profitable side lines, which in these days of rather slow furniture sales would mean much in turn-over at the end of every weekly, monthly or yearly period.

The merchandizing of side lines just now would greatly help the trade. There is the whole range of housefurnishings, which, except in some of the larger centres, are pretty much neglected by the majority of furniture dealers.

Hardware dealers are alive to these profitable lines, and as a result we see them carrying carpet and vacuum sweepers, refrigerators, stoves, kitchen wares, and other lines that fit in well with furniture and home furnishings. Some of these hardware dealers are also carrying chinaware, though not to the same extent as the before-mentioned lines.

How Western Dealers Solved Difficulty

Not all furniture dealers neglect these lines, however, as a little booklet issued by the Calgary Furniture store at Calgary, Alta., shows. That company, with one of the largest and finest retail furniture stores in Canada, found that in selling furniture and furnishings, and complete home outfits there was lacking the baking and cooking utensils used in the kitchen and the china dishes for the dining-room. They added these goods, and as well, stoves, ranges and glassware, so that now they have complete home furnishings.

To give an example of the Calgary Furniture store's resources in this regard that company in offering their "Calfursto" model home complete, and include in their kitchen outfits a stove (gas or coal) and 32 kitchen utensils, made up specifically of a sauce-pan, kettle, teapot, tea-kettle, two pie plates, two jelly tins, a cake tin, roast pan, fry pan, dish pan, pudding dish, wash bowl, pail, boiler, tub, washboard, pot washer, grater, toaster, pancake turner, scrub brush, set of irons, mincing knife, broom, dustpan, flour sifter, rolling pin, can opener and basting spoon.

Housefurnishings and Furniture Line

A reading of this list sounds much like a present-day hardware line, but the manager of the Calgary Furniture store says this is not so; these goods properly belong to the furniture store—and we think he is right.

The dining-room list reads: a 97-piece porcelain dinner set, a dozen of glass tumblers and water jug, pepper and salts, vinegar bottle, teapot, syrup jug, table cloth and a dozen of napkins. These goods go out when complete room suites are sold, unless the purchaser does not want them. So here we find a live furniture store which does not intend to let the hardware trade run away with sales of these and similar goods—for cutlery and electrical household utilities are also carried—which also properly find their place in the furniture store.

There are other furniture dealers that are doing the same thing—pushing household utilities and requirements with their furniture lines—and these are the dealers who are foremost in the trade and who are building up big businesses and working for more profits.

Electrical goods are another line that hardware men are trying to corral. Of late a number of exclusive electrical goods stores have sprung up, and these men will in time take the trade from hardware dealers. But there are still those who adhere to the belief that electrical lighting fixtures, irons, toasters and the whole range of electric utilities should be found in the furniture store.

The Adams Furniture Co., Toronto, in their electric lighting fixtures department are meeting all com-



Window display of home furnishings made by The Ashdown Hardware Co., Winnipeg, which shows to what extent the hardware trade is infringing on furniture side lines. Every article shown in the display is handled by furniture dealers.

petition. Besides selling the fixtures they instal the lights in the home, and thus are enabled to do one of the biggest electrical businesses in their city. All kinds of electrical utilities are also carried, including vacuum cleaners and the higher-priced articles.

In stoves and ranges the furniture trade is holding its own in the larger centres, and in not a few cases have drawn trade away from hardware stores, but in smaller centres furniture dealers are losing out on the stove line to hardware dealers and to mail order houses.

Then there is the line of washing machines—hand, waterpower and electric. Just now there is competition between the hardware and furniture trade for this business, and manufacturers have not as yet declared a preference. There is this to be said: the hardware dealer is no mean competitor. He is a keen business man with an eye on the future, and it would be well for furniture dealers to "buck up" and get into action if they do not wish to lose entirely these profitable lines of household utensils which properly should be found in the furniture store.

Already the hardware trade is handling stoves and ranges, electric fixtures and utilities, brooms and carpet-sweepers, kitchen-ware and chinaware, washing machines and vacuum cleaners, wringers, and step-ladders, lawn swings and kitchen cabinets, brushes and mops, pails and tubs, fireless cookers and other lines that should be found by the public in furniture stores. These are profitable side lines and furniture dealers should retain their hold on them or live dealers will be saying "What next?"

NEW FURNITURE BUSINESS AT SANDWICH

The old established furniture and undertaking business of E. Lassaline at Sandwich, Ont., has been purchased and taken over by H. S. Anderson, who proposes this spring to enlarge his premises. It is his intention also to dispose of the horse equipment taken over from Mr. Lassaline and put in a motor hearse in the near future.

Mr. Lassaline owing to other business connections has been too busily employed to pay proper attention to his furniture business, thereby disposing of his stock almost completely, which leaves a large field of patronage open to a local store where at present the Windsor furniture stores are the nearest for Sandwich patrons.

HOME FURNISHING BUREAU INCORPORATED

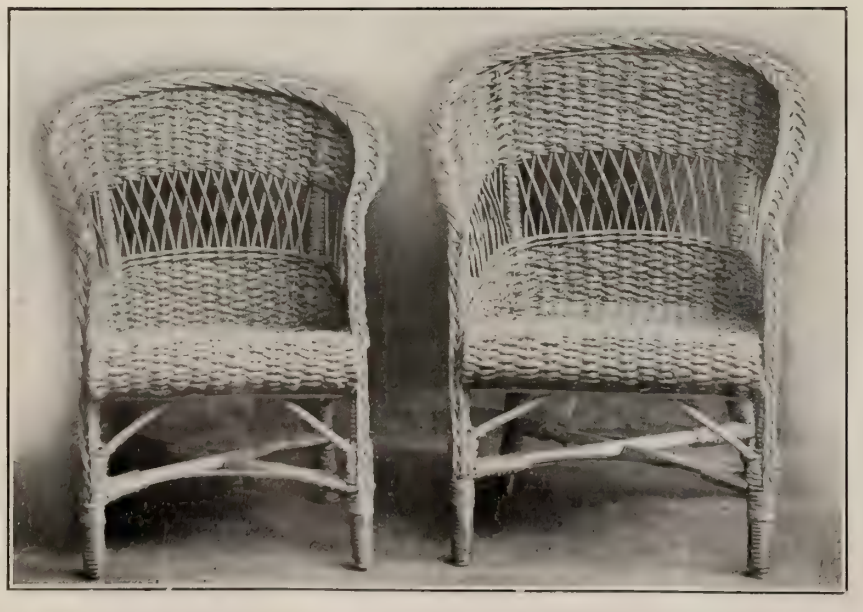
The Home Furnishings Bureau, Toronto, has obtained an Ontario charter. "To advise and carry out plans of advertising home furnishings and of educating dealers in the advertising, display and sale thereof, for the common benefit of the members." The directors are: William John Anderson, Jacob H. Baetz, James Malcolm, John Ross Shaw and Herbert Maplon Snyder.

FURNITURE MEN WHO DON'T SWEAR

Plans for a most unique society were laid recently, says the daily papers, by an assembly of furniture men, salesmen and buyers on the Grand Rapids, Mich., annual furniture market when they took their first steps in forming a Furniture Men's Branch of St. Andrew's Holy Name Society. According to the plan of the organization, the members will meet twice every year during the July and January markets with the Holy Name societies of Grand Rapids.

QUEBEC FURNITURE FACTORY BUSY

Reed, cane, wood and fibre chairs and baby carriages are now made at the factory of Giddings Ltd., on Mill Street, Granby, Que. Of this business,, Herbert Giddings is president; W. F. Giddings, vice-president; O. V. Giddings, secretary-treasurer; and Charles Wilson is factory manager. The plant, which consists of one big five-storey building, contains some 38,000 square feet of floor space, and the number of persons employed is around 100. The output of chairs is from 8,000 to 10,000 a month, and that of baby carriages between 5,000 and 6,000 a year. The baby carriage business is confined to the Canadian and West Indian trade. Of the cane and wood seat chairs, about sixty per cent. are exported, chiefly to New Zealand and South Africa.



Nos. 75 and 73 Willow Chairs made by the Brantford Willow Works Brantford Ont., These chairs are particularly suitable for boats and summer cottages.

BUILDING UP BUSINESS *through* ADVERTISING

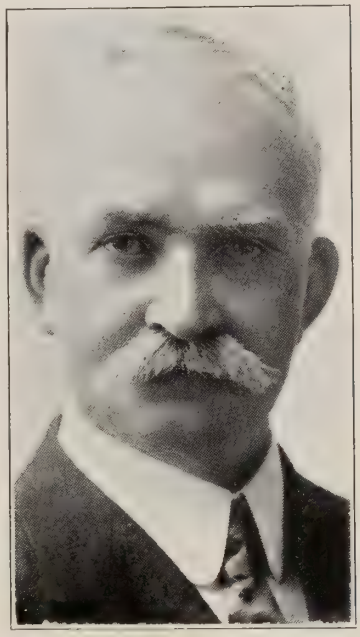
Salesmanship and advertising go hand in hand—How advertising has built up some lines.

By E. A. WILSON, of the Nova Scotia Furnishings Co., Ltd., Halifax, N. S.

ONE writer has defined advertising as the art of writing and display, so as to make a man or woman long for something they never heard of before, possibly do not need, but will buy from the psychological suggestion contained in the ad.

Then again, advertising is news, the individual or concern that is continuously keeping the public posted in regard to the goods he has to offer, is giving news that is as valuable to many readers as the stock reports, shipping news or telegraphic reports. The average woman is more eager for the paper to read the bargain ads. than the average business man is to get the stock report.

It is somewhat difficult to separate advertising from salesmanship; they go hand in hand. Advertising is the silent salesman that is working while you are sleeping, a salesman that enters your home or office without knocking or presenting his card. If the ad. is well dressed, has an attractive headline, suggesting something needed, attention, and the desire to possess the article is created.



E. A. WILSON, Vice-President and General Manager, Nova Scotia Furnishings Co., Ltd., Halifax, N. S.

Advertising is the dynamo of business, the driving power of the world's commerce. Without advertising the wheels of commerce the world over would come to a standstill. If suddenly everyone stopped advertising, it would be practically the same as shutting off the light with the store full of customers, and yet there are men in the world who do not believe in Advertising. There might be some in the room who did not believe in Advertising, who look upon it as a useless expense. Now friend disbeliever if you are here, don't keep on running in that old deep rut; cross over and get on the highway of advertising, and the light of publicity will enable the public to know who you are, where you are and how to get from you to the goods they want, and which you probably have at the right price.

Advertising Builds Up Business

Look at all the great stores and the vast enterprises that exist the world over; note the extensive advertising they do, and there is unmistakable evidence of one of the factors of their success. Take the automobile industry for instance, probably the best and most extensively advertised product in the world, but suppose they had never been advertised. If instead of the beautifully suggestive illustrations and the alluring psychological talk that these master writers put into these ads., suppose it had been left to travellers to go around the world introducing them, do you mean to say for a moment that the sales would have reached the volume of their output to-day? Our friend, Henry, with his 'Tin Lizzie' was alive to the value of the human element in advertising when he started his campaign to stop the war.

In the very admirable address given by Dr. Falconer a short time ago, he referred to the sub-conscious mind and the power of literature in setting this sub-conscious mind working. I haven't time to take up the psychology of advertising or its application to the mind of the public, as that alone is sufficient for a lengthy talk, but just cite Mr. Ford's pilgrimage as an instance of how to get the idea, the name of some particular article, or brand of some concern, so extensively and indelibly fixed in the mind of the public that they become in a receptive mood, and are ready to respond to further announcements regarding the article that has been so forcibly and persistently placed bofore them. It would have cost Mr. Ford millions if he had paid for the amount of advertising he got out of his expedition, and he would not have caught the heart of the public as he did in his great camouflage.

Advertising must have five points to recommend it. It must be seen, it must be understood, it must be believed and it must create a desire for the article advertised. Women are more susceptible to personal appeal than men. The appeal to a woman's sense of pride is stronger than a man's. If you mention to her that a gown is a Parisian model, she has a desire to possess it. The average man cares not a whit whether the garment he wants was made in Paris or locally, so long as the quality and fit is good.

Absolute Necessity of Advertising

At the great convention in Indianapolis there were many excellent addresses. I give you here an extract from one that particularly impressed me. The financial agencies show that 15,000 retailers fail each year and 85 per cent. of them do not advertise, and yet the outstanding reason for the failure of 50 per cent. of them was over buying. Now if profits lie in quick turnovers, and failures are avoided by having cash, and advertising will not only dispose of surplus stock, but also bring in the cash, you can see not only the advisability but also the absolute necessity of advertising. A man in the retail business who does not advertise is not conservative, but in my opinion is just a plain fool. That's why I say advertising is that force which puts the "busy" into business and the "zing" into merchandising and takes the "sin" out of both.

Advertising is not a fine art, but a commercial operation—no one conceives of any commercial operation other than advertising as being conducted except with experienced provision and on settled principles, yet advertising which is just as technical a job as banking or medicine is quite commonly discussed as if it were a pure gamble. Truth in advertising is to-day the only factor that will stand the test of public in-

vestigation. The days of the blatant, flamboyant and exaggerated style of advertising as result bringing, are done. If advertising did not enable big concerns to sell more extensively and cheaper, they would not advertise. Advertising is cumulative, the more you advertise the more business you will get, and the cost will be less. People say they cannot afford to advertise, that it's too expensive. Advertising is not an expense; it is just as much of an investment as merchandise bought, with the expectation of making money on the investment.

The way to write ads. is not to study new and striking words, but to study your goods, live with your goods, buy the goods and believe in the goods and the value offered, before you can make other people believe in them and buy them. This is not the whole art, but it is an important factor for successful ad. writing. Writing a good headline is an art worth cultivating. Such a headline should be dignified, relevant, sincers, and especially it must be calculated to awaken interest, if possible curiosity. When you have captured the eye with a head line or picture, you must hold it with your wording. In that wording you must tell the story that will sell the goods, and the place where you must look for the story to tell is in the goods themselves.

Getting Results from Advertising

Now we come to the question where to advertise. To get results you must reach as many persons as possible, and the surest media for doing this is unquestionably the public press. There is no doubt on this point. There are many advertising schemes daily presented to the man who advertises, such as fair and athletic programmes, carnivals, hotel registers and others of similar character. Some of them you get practically blackmailed into. Mrs. J—— has bought a couple of dollars' worth of goods at your store and wants a five or ten dollar ad. for a Fair in aid of some philanthropic cause. If you are in sympathy with the object, or if you only want to retain the good will of Mrs. J—— and her friends, give her the five or ten, but charge it to charity instead of to your advertising account.

Then in selecting your mediums, the papers in which you advertise, remember that circulation is an important factor. You should buy advertising as you do merchandise. Know what you are getting for your money. You want to have accurate and certified data of circulation and territory covered.

Each store is different from another, just the same as individuals differ from one another, just the same as your line of business these ideas hold good. That is the plan on which the advertising must be based. This policy may be dictated either by the special merit of your wares, or your store, or by the special plan which you are going to adopt in selling. It is of little use to say that your goods are meritorious unless you give reasons. People will not pay any attention to your bare statements, but you can convince them by giving reasons and facts. It is always desirable to have some distinctive point to talk about. It is the proper policy to advertise the use rather than the thing itself.

What Advertising Has Done

If advertising were suppressed or had never existed, men would rise in the morning to shave without a safety razor, and go forth to work with no news of the world's happenings. The daily paper could not exist. People would have to resort to some place where bulletins would be erected. People would never know in any detail the history of the times. If they wanted to go to a show, they would have to phone to all the theatres to find out what was on. If they wanted to lay in the winter's coal, they would have to send around for prices. With no advertising there would be no competition in prices, and buyers would be at the mercy of unscrupulous dealers. Finance would be paralyzed because without daily papers to quote stock all prices would be determined by professional speculators.

Without advertising very few of the comforts and conveniences supplied by modern invention and now marketed by advertising would never have been created. Advertising bears about the same relation to business that eating does to the individual—any business that expects to grow must be fed by advertising.

It was often better to run four separate ads. one-fourth the size of a big ad. than to run one big ad. and then be out of the paper for three or four days. The advertising appropriation is a factor that has had exhaustive investigation by big and little stores, and expert advertising men all over the world, and after many years of investigation, the amounts arrived at being safe for any thoroughly planned advertising campaign is 3 per cent. of the annual turnover as the minimum, and 7 per cent. the maximum, although there are some big firms who spend as high as 10 per cent., but the safety valve should not open above 7 per cent., while 4½ to 5 per cent. is the amount that, used judiciously, should bring satisfactory results.

There is something in a store that is bigger than the store, bigger than the building, bigger than the merchandise, something that must be impressed on the advertising architect as the dominant feature in all his plans—the good name. Do exactly what you advertise, first, last and always. The public, your competitors, your co-merchants, all want to know that your name is good, that what you advertise is just what you say it is; that when it appears on a sales check it means satisfaction, you know that.

There is no question about it. Advertising is like electricity; it furnishes tremendous power. We don't know what the power is, we only know it is there. We know how to generate it, and should know how to use it, but just like electricity, if you don't know how to use it, be careful or you'll be shocked.

DERIVATION OF WALNUT TREE

The family name for walnut is derived from "Jovis Glans," or nut of Jupiter. In ancient times, walnut was called "Regia," or royal, and "Juglans Regia" is the name of the European walnut. This species is spread over Europe and has been planted in California. The white "English walnuts" of commerce are of this species, as is also the cabinet wood known as "Circassian walnut." The Circassian walnut wood of commerce comes from near the Black Sea, where the trees grow under very unfavorable conditions, their struggle for life producing the weird, twisted, streaked wood which was once so popular as a cabinet wood.

NOT A FURNITURE DEALER

Clarence Coryell, who recently returned from the east, tells this story as happening in Montreal.

An alien wanted to be naturalized and was required to fill out a blank. The first three lines of the blank had the following questions: "Name?" "Born?" and "Business?" and this is how he filled it out:

"Name—Michael Levinsky."

"Born—Yes."

"Business—Rotten."

A TALK ON THE MAKING OF FURNITURE

Being Part 2 of an address delivered before the "Fortnightly Club" of Peterborough, Ontario.

By H. G. WALKER

QUARTERED oak is produced by expert sawyers operating on the very best quality of (white) oak. Years ago lumber for furniture was natural, or weather seasoned, or dried, by being cut and left outside piled up; but to-day it is seasoned in great dry-kilns which are kept hot with live steam. This is quicker than outdoor, natural drying system.

A great many of our factories are now equipped with the most modern and up-to-date sawing, planing, jointing, sanding, spraying and polishing machines. One factory I know of put in a machine within the last two years that enables two men to do about the same work that eight originally did. This machine cost about $15,000.

During the last two or three years a number of factories, on account of the scarcity of help, were compelled to put in labor-saving machinery and devices, viz., the "compressed air sprayer," a device whereby the shellac, stain and varnish may be sprayed on with compressed air instead of being brushed on in the old way. This is not only much more speedy than the old way but the work is done better, it is claimed. Electric polishers are also used in most of the larger factories for putting the fine polish on high-classed goods.

Surface oak is printed on maple, elm, ash and birch. Elm, for a cheap furniture, is usually finished in golden oak color, fumed, or surface oak.

In a number of factories where cheap chairs or frames are made, large dipping tanks are used, and the article is dipped into the stain or varnish and set up on a slide to drip and dry instead of being brushed as in former days.

Number of Factories

During the last half of the 19th century there were a great many furniture dealers who had a handy man or two about the place who could do good cabinet work and finishing by hand, so were able to manufacture a good deal of their own furniture, and quite a number of small factories were scattered over Ontario and Quebec. These supplied the needs of the dealers in their immediate vicinity within a radius of perhaps fifty or sixty miles. If you counted these and those who did their own upholstering, as factories, there were more factories manufacturing furniture twenty years ago than there are to-day.

But as factories with modern machinery specializing on some particular line of furniture sprang up, with a greater variety of designs to select from and much greater output, these smaller (hand) factories gradually vanished, till to-day there are very few of them in Ontario at least.

According to Government statistics for the year 1918 there were 238 individual furniture manufacturing plants in Canada, with 156 of them located in Ontario,

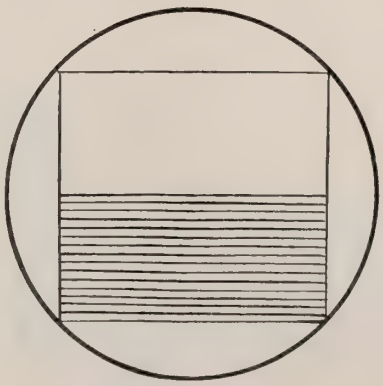
WOODS USED AND HOW CUT AND TREATED

CLASSIFICATION

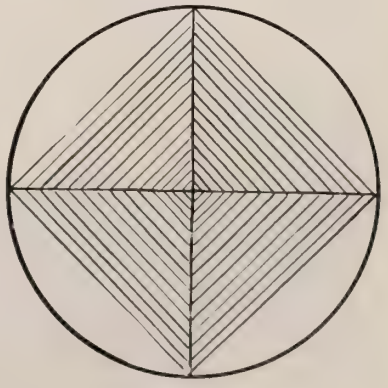
I.	II.	III.
Surface Oak Surface Mahogany Maple Native Hardwood Elm Birch, etc.	Plain Oak Cheaper pieces in Quartered Oak Mahogany Gumwood, etc.	The best grades of furniture including: Period Designs in Quartered Oak Walnut Mahogany, etc.



Surface Oak



Plain Oak



Quarter Cut Oak

50 in Quebec, 6 in Manitoba, 5 in Nova Scotia, 4 in New Brunswick, 12 in British Columbia, 3 in Saskatchewan, 2 in Alberta.

Capital Investment "1918"

Total	$22,661,391	in Dominion of Canada
"	19,954,795	in Ontario
"	2,252,891	in Quebec
"	20,614	in Alberta and Saskatchewan
"	64,616	in British Columbia
"	264,947	in Nova Scotia
"	93,828	in Manitoba
"	9,700	in New Brunswick

Output about $23,000,000, material $7,000,000.

In these 238 factories are about 8,000 employees of whom about 750 are women. The average wage per year for 1918 was about $1,000, or a total of about $8,000,000 in wages.

In the U.S.A. there are about 1,000 fairly large furniture factories. There are 250 manufacturers of case goods alone in U.S.A. who are members of the National Alliance of Case Goods Manufacturers. This alliance is made up of 7 large case goods associations in various parts of the country. The headquarters of the alliance is at Grand Rapids, Mich.

In addition there is the National Association of Upholstered Furniture Manufacturers, head office Chicago, Ill., and the National Association of Chair Mfrs., Chicago, Ill.

These are the three big organizations and their membership is about 1,000.

22,000 dealers belong to the Retail Furniture Association of U.S.A. On Jan. 1st and continuing through January furniture exhibitions will be held in Chicago, Jamestown, and Grand Rapids. At Grand Rapids alone 454 factories will exhibit.

On Jan. 10th and continuing to Jan. 22nd splendid exhibits of new styles will be open to all dealers, in the John Kay Co. Building, 36-38 King St. West, Toronto, with about forty manufacturers exhibiting. During the same period exhibitions are being held in Waterloo and Kitchener where about forty manufacturers are putting on splendid exhibits, and at the same time eight factories at Stratford are putting on a grand exhibit.

It is particularly desirable that every dealer see these exhibits, especially at this the beginning of a new year, and the reconstruction period. I believe it will pay any dealer many times over to be there and see the coming styles for the coming year. The effort being put forthat this time to make these exhibits the best ever seen in Canada is worthy of the dealers' patronage.

Prices

The furniture manufacturers of this country have generally installed cost-accounting systems in their factories and the wholesale selling prices to-day are based on "cost of production" and are not in any way influenced by the prices prevailing in other countries.

The Canadian furniture manufacturer has sold at a very much lower ratio of profit than American manufacturers, and the 30 per cent. protection has not been made use of to enable him to get a higher price for his product than warranted by costs.

In the United States the large population has given the industry an opportunity to specialize to a degree not possible in Canada, with the result that their costs have been, and are, on staple lines very much lower than we could hope to attain, so that in time of slack business and overproduction the mass production in U. S. has been able to sell both at home and abroad at a price which enables them to capture even with 30 per cent. protection, a large share of Canadian business.

This was particularly true during the period from 1912 to 1917 when this industry was in a very bad financial position. A complete analysis of the affairs of fifty of the leading Ontario manufacturers was made by Clarkson, Gordon & Dilworth, who reported that after allowing the very fair rates for depreciation, viz., 2½ per cent. on value of building, 7½ per cent. on value of plant and equipment, 20 per cent. on value of patterns and patents, on the whole of the fifty manufacturers, the adjusted profits was 2.6 per cent. on the capital employed and only 3.1 per cent. on the total sales.

I believe the year 1919 may have shown up a little better, but what about 1920?

Canadian exports of furniture—1911, $300,890; 1915, $307,944; 1920, $540,835, 8 mos.

Canadian imports of furniture—1911, $1,613,648; 1915, $761,804; 1920, $1,229,930, 8 mos.

Some furniture, chairs, etc., are now made of paper (pulp) spun into a straight cord and woven into furniture and baby carriages.

"Better Furnished Homes" Campaign

Early in 1920 a number of furniture manufacturers got together and formed what is known as the "Home Furnishings Bureau," with the object of carrying on a campaign through the press and all representatives,



A neatly upholstered day bed after the period of the Adam Bros.—a new line being shown by the Kindel Bed Co. Limited, Stratford Ontario.

with a view of getting before the consumer the fact that better furnished homes mean better, more contented and therefore happier people, particular attention being given to those living in small towns and country places.

About 75 per cent. of the manufacturers of Ontario are backing this campaign, with the result that during the last four months between $50,000 and $60,000 has been spent in order to try and educate those people living in rural districts as to the desirability of their having "Better Furnished Homes." This campaign has been carried on through ninety-two daily newspapers, eleven farm publications, seventy-two weekly newspapers, and although it is impossible to estimate the value of this campaign, already there is abundant evidence to hand to prove that it is proving effective.

This organization intends continuing this campaign through the coming year and possibly for a term of years. Their "ideal" is "The Improvement of Canadian Homes" and their slogan "Better Furnished Homes Mean Greater Happiness." The commercial objective is to "Increase the sale of furniture particularly in small towns and farming districts."

This organization is carrying on a high class standard of educational advertising. If they can succeed in convincing the people in rural districts that "Better Furnished Homes Mean Greater Happiness" (and I believe they will) they will have rendered a service to those people, to the country at large, and like any good missionaries, need not worry about the reward; it will be sure.

True, it will take time, but it took one hundred and fifty years to grow you mighty oak with all its beauty, its great strength and its great enduring powers, and its great commercial value; while it only took three months to grow yon pumpkin that is hollow and that one night's autumn frost will destroy.

It is hoped that all manufacturers and dealers and all interested in furniture will get behind this campaign and boost. "Let the homes of Canada reflect the nation's prosperity."

Marketing Furniture

Furniture comes about as direct to the consumer as it is possible to have it come. There are no wholesalers or jobbers in the furniture business, at least not in Ontario. I believe there are several in some of the Western provinces. Furniture comes from the original manufacturer to the dealer, then to the consumer.

It is necessary to have some one in every community carry a stock of furniture that the prospective buyer may see and choose what will best suit his needs and pocket book. This is a very useful service rendered by the dealer for which most of the dealers get scarcely enough remuneration, as a number of them do not keep close account of their overhead expenses and so have little more than a living out of the business. I believe there is a great future with splendid opportunity before the furniture industry of this great growing country.

A new field for wood has been opened up by the use of what is called plywood and glue made of the blood from the slaughter house and the casein obtained from milk. This was first used in the construction of airplanes.

Thin sheets of wood are laid one over the other with dry sheets of paper coated on both sides with the new glue. The mass is then heated under pressure, and the result is that a structure is formed which is stronger than steel and has many other advantages over metal. Panels of these left in boiling water for eight hours showed no sign of separation. Soaking in cold water for ten days was tried and with no sign of weakness. Finally when tested with a shearing machine at a pressure of from 250 to 700 lbs. per square inch it was found that the layers of wood gave way, but the glue showed no sign of giving.

Furniture prices did not advance to the extent that other things did during the war.

Difficulties and high cost in securing lumber and glass, etc., after peace was declared, owing to excessive demand in Europe.

Labor, although getting large wages, unwilling to produce to the limit.

Canada's opportunity to export to U.S.A. last fall, accelerated by exchange rate.

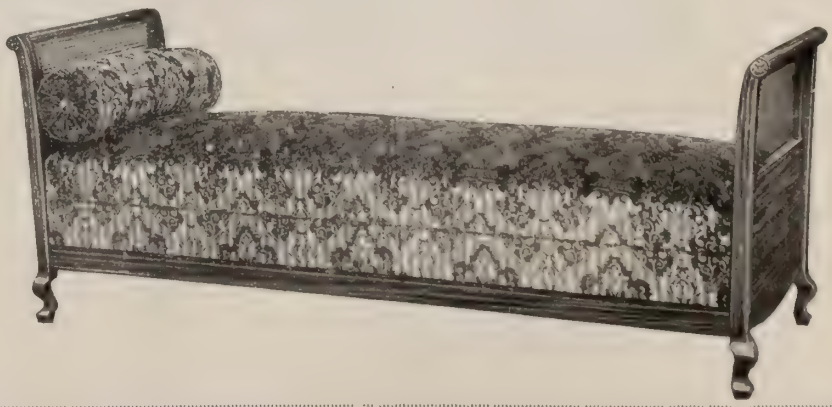
Opportunity

In conclusion, as I look into the future at this time I see over the portals of the year 1921 one word in large letters: "Opportunity."

They do me wrong who say I come no more
When once I knock and do not find you in,
For every day I stand outside your door
To bid you wake, and rise, and fight to win.

Wail not for precious chances passed away,
Weep not for golden ages on the wane,
For every night I burn the records of the day
At sunrise every soul is born again.

Laugh as the boy at splendors that have sped,
To vanished joys be blind, be deaf, be dumb,
My judgments seal the dead past with its dead,
But never bind a moment yet to come.



Day beds in many periods are a big line with the Kindel Bed Company of Stratford. The one shown herewith in the Queen Anne period will tempt any home lover.

DRESSING THE WINDOW WITH SANITARY FLOOR COVERINGS

Plan beforehand—Few fixtures required—Making up the window picture

Specially written for Canadian Furniture World by Montreal correspondent.

RESULTS follow the well-planned, well-dressed window. This is practically true in town and city where many hundreds or thousands of people—prospective customers—pass daily. And sanitary floor coverings lend themselves to display especially well.

Few fixtures are required. Having planned for several rolls, or portions of rolls of as many patterns as one desires to show, and a few linoleum or floor oilcloth rugs, it will be better to pick out the few necessary fixtures. Upon the selection and use of these the success of the display depends, for unless a few finishing touches are made here and there, the showing will fail of its object.

Perhaps the most easily obtained material will be handles of discarded brooms. Saw them off full length, having first prepared square pieces of wood, say 8 in. by 8 in. Through the centre of these drive a two-inch wire nail, connecting the handle and wood square. Now taper the other end of the handle off at an angle of 45 degrees and to this attach a piece of wood similar to that used for the base, or make a round piece of 9 or 10 inch diameter. When finished, and the others similarly, up to any desired number and length, you will be able to place these a little later.

The ever-important background will now be made of a selected linoleum or oilcloth rug. This may be attached to the back of the window with small brads of about 18 gauge so as not to injure rug. Once in place, and with one at the end of window, a narrower one according to the window's width, you have an important part of your job completed. It also will have been well to have placed a rug on the floor first.

The rolls, or part rolls of linoleum and oilcloth, may now be placed. Those that are widest will be placed well toward the back of the window, on end. Those narrower may be placed in such a manner as to show each to the best advantage, and the "stepping" arrangement will, when completed, lend an attractive effect. Across the top of some rolls it will be in order to place horizontally rolls of stair-stepping or passage cloth.

Now come the small fixtures. Placing these at desired intervals, small samples may be pinned or tacked, overlapping each other at right angles, and affording the interested pedestrians something different to look at, and a small sample of each pattern that is carried in stock. The object will have been, of course, to make as attractive a window display as possible, and therefore a sales-provoking one. Each of the cards will look best if tacked to one of the small stands just described.

Before calling this window complete, two or three neatly-lettered cards will have been prepared. "Linoleums are durable and sanitary;" "We sell many pretty patterns;" "Department display first floor," might be lettered on one card, and on the others prices may be given and a few facts outlined regarding the stocks available, prices, etc.

To reap the fullest advantages of this display it will be well to arrange some special advertising copy for use in the local paper, making a little campaign. The effort will pay.



Here is a suggested floor covering window display, more elaborate than usual, made by Dominion House Furnishings Company, Hamilton.

It's An Ill Law Suit That Blows Nobody Good

Written for Canadian Furniture World, by Frank D. Genest

STORIES of staid old English business firms which still adhere to quill pens and letter presses are common enough, but the writer was under the impression that the Advertising Octopus had sent its tentacles curving into every nook and crevice of the business world. This was before I came into contact with the following incident.

It revolves around a certain French Canadian Chair Manufacturing concern, Paquin Limitee, for the purpose of this article, which has been doing business for so long that I would not be at all surprised if the firm had supplied Noah with chairs for his well known Ark. Be that as it may, suffice it to remark that up to the time that the Canucks carried the Maple Leaf to France, Paquin Limitee had been doing a steady, if somewhat unspectacular business in the chair line.

The head of the firm, Paquin pere, was a conservative old party who regarded typewriters and full page ads as things to be given a wide berth. In fact, a typewriter salesman would have had as much luck in the Paquin works as an Englishman trying to sell a British flag to a Sinn Feiner. Nevertheless, despite its antiquated methods, Paquin Limitee managed to keep its head above water and at the same time, propel itself against the current of competition.

With the war, however, came troubles of divers sorts. Several trusty workmen exchanged their overalls for khaki and it was difficult to replace them. Orders began to fall off. Soon, Paquin pere, already past the conventional number of years allotted to the average human being, began to think that this planet was not such a fine place as the Uplift magazines would have us believe. A swarm of itinerant influenza germs seeking a haven of refuge, agreed with him and it was not long before M. Paquin had taken his place in a chair,perhaps more expensively upholstered, but certainly not more durable than Paquin's No. 74. Verandah Rocker.

The passing of the head of the firm was a great blow to Paquin fils, but he girded himself for the fray and began to look about for a partner. He wanted one possessing a certain amount of business acumen, a man who would not wish to tie a mill-stone around the neck of the business by wildcat schemes such as advertising, etc. These attributes seemed to be combined in one Jean Fournier, who, judging from his solidly hewn features and general air of dependable conservation, would be as likely to take a hasty step as a Nova Scotia oyster.

And so it came to pass that Jean Fournier was duly made a partner in the firm of Paquin Limitee, with all the notarial ceremonial and verbiage concomitant with such an event in the Province of Quebec. However, the infusion of fresh blood into the firm did not seem to improve matters. Orders continued to drop off to such an extent that it looked as if the Canadian people had decided that a sitting posture was a mere waste of time and chairs an unnecessary nuisance. To cap the climax, a shipment of chairs to the firm's largest customer, the Green Star line of Gulf Steamers was held up by the uniquitous car shortage. In vain did Paquin lay siege of the freight offices. To his insistent and frantic demands for cars, he received the same reply, namely and to wait, that he would get cars when they were to be had and no sooner.

This state of affairs continued for a matter of weeks. Then came the pleasing intelligence that the Green Star Company had been compelled, much as they regretted it, to take out a damage suit against Paquin Limitee, because forsooth, the chairs supplied them in lieu of the Paquin ones, had been of such inferior quality that the Green Star Company had been obliged to scrap them. Several portly gentlemen had been precipitated upon the deck by reason of the rival company's chairs collapsing—hence the scrapping of said chairs. Perhaps this explanation should have been of some comfort to the stricken Paquin. But no, this final blow was too much. Upon reading the company's letter advising him of the pending law suit, he sank down in his chair in a huddled heap in a manner suggestive of the movie millionaire upon learning that his wife had run off with the iceman!

But what of our hero? Was he sitting idly by watching his partner receive blow after blow, or was he burning the midnight oil secretly studying how to become a Railway Traffic Manager in 12 easy lessons? On the contrary, young Fournier was bringing the full force of his cerebral machinery to bear on the discouraging problems facing the firm. There was good stuff in the young man and far from measuring up to Paquin's estimate of his character as being a solid "stick-in-the-mud," progression was his middle name. He had the foresight to perceive that springing a new idea on Paquin would be like suggesting a bath to a Bolshevik. All along he had been literally aching to launch forth on an advertising campaign, but feared to put the proposal up to his partner lest the shock should prove fatal. Now, Paquin was in too nervous a state of mind to talk rationaliy, so our hero took matters into his own hands. He shut himself up in his private office and set himself to think of some way out of the mess. With a big law suit ahead and practically no orders in sight, it looked as if the good ship Paquin Limitee would shortly founder with all hands. Suddenly, Fournier's face lit up with such an expression of triumph that had a movie director desirous of obtaining triumph in large quantities been present, he would have asked Fournier to sign on the dotted line. So far as its market value went, however, the look was wasted. Fournier grabbed his coat and hat and made off in the general direction of the Atlas Advertising Agency. Here, he had a long and earnest interview with the head copy man.

The next day, the city's three dailies, two French and one English, contained the following full page announcement:

The firm of Paquin Limitee
is being sued for $10,000.
P. S. Durable Chairs.

Needless to say, the public looked for an explanation of this statement, which business firms do not, as

a rule, cry from the house-tops. The explanation came the following day in the shape of another full page advertisement acquainting all and sundry with the story of the substitute chairs and the unfortunate precipitation of the portly gentlemen on the Green Star decks.

Meanwhile Fournier was having a lively time at the Paquin works. The news of the law suit had left poor Paquin lifeless. His partner's advertising venture converted him into a mass of energy which he expended on Fourniers in the form of unadulterated rage. The latter let him rave on. He anticipated results from his little investment and it was not many days before they came in the shape of many new orders. Soon, with the factory running at full blast, Paquin's face took on a brighter expression. This expression gave way to a broad smile when some days later Fournier informed his partner that he had succeeded in pacifying the Green Star officials to such an extent that they had agreed to withdraw their suit on Fournier's promise to show them something in the way of speedy delivery.

Now large advertisements in various publications inform the world of the durability and general excellence of Paquin's chairs.

CONSTRUCTIVE SALESMANSHIP

The dealer who doesn't cultivate the acquaintance of the travelling salesmen who call upon him is short-sighted. The salesman who is worth his salt is more than an order taker. He is an idea incubator. He travels from store to store observing, thinking, gathering "good stuff" as a bee gathers honey. He can tell you what the other fellow is doing to make two sales grow where only one grew before.

Next to selling goods for his company, the greatest function a knight of the road performs is that of service to the dealers to whom he sells; helping them to select from his line each article in quantity proportionate to the probable demand; suggesting ways of displaying the goods effectively on shelf, counter or in window, are but two of the ways the wide-awake salesman can make himself useful. Time spent talking to a real travelling salesman is never wasted.

CHANGING KICKERS INTO BOOSTERS

The important question of complaints should not be taken as a joke, nor should it be left to the care of incompetent clerks. Kickers with the exercise of a little judgment can always be made boosters. If clerks are to handle complaints they should be educated to the point of realizing that "Every satisfied customer is the best advertisement," and take pains to satisfy them.

Seize upon every kicker thankfully as the opportunity to create another booster for your business. If you act with this vital thought in mind, your business will grow bigger and more profitable. If you leave this important matter in poor hands you may begin to wonder why your trade is falling off and the public going to the store of your competitor.

NEW FORM OF GUESSING CONTEST

Here is a stunt that has been successfully tried by a furniture dealer in a small town across the line:

Find a quotation from some well-known writer which has an application to your store and print part of it in your newspaper advertising, omitting part, offering to present a souvenir or premium to every person coming into the store and bringing the advertisement and the balance of the quotation properly filled out, with the author's name given.

NEW TWENTIETH CENTURY TABLE

The Chesley Furniture Co. are putting a new dining room extension table on the market, to the known as the "20th Century." This table embodies many of the famous "Twin" features although it will be sold at a much closer price. It is a four post table instead of the usual pedestal and can be supplied in almost any of the period designs. An attractive table that i slight and durable. The "20th Century" is being built in plain and quartered oak.



Main sales floor of Kitchener Furniture Co. at Kitchener, Ont. An immense variety of furniture items is carried by the company on the several floors of their building. Seasonable furniture, as may be seen by the picture, is prominently displayed.



DeBOER Adjustable Short Rail

These useful little articles are indispensable to the dealer for the proper display of his beds, and will fit any wood bed. This company has the manufacturing and selling rights for Canada, and can supply orders promptly from stock. The price is $1.85 net per pair. May we send you a sample order by parcel post?

The North American Furniture Company

Limited

Owen Sound, Ontario

Bent Wood Chairs

MADE-IN-CANADA

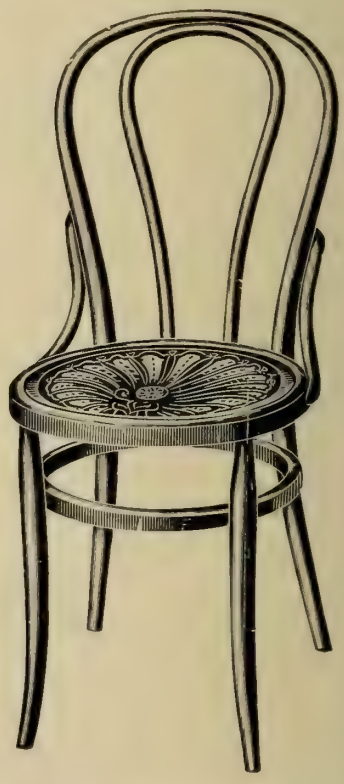


Windsor Chair 1330

To meet the value, service and price standards of the present day requires careful thought and consideration. To us it means constant vigilence in producing good quality chairs at the right price. To you it means careful buying and active selling. A consistent demand is sure evidence of good value, and our experience in producing chairs of quality would seem to recommend our products for your consideration.

The Windsor Chair illustrated above accurately pictures our line—a popular design that is in particular favor for the breakfast or morning room.

Bentwood Chair, No. 1800, waterproof seat, finished in golden, fumed, or mahogany. Light, neat, compact and durable, it is a design that is in constant demand for the home, office, store, factory and restaurant.



Bentwood Chair 1800

THE NORTH AMERICAN BENT CHAIR

Company, Limited

OWEN SOUND - ONTARIO

GOOD THINGS FROM OUR EXCHANGES

What the papers have to say about current business—How "Dollar Day" increases sales—Shoe Shine that drove home a good lesson.

DOLLAR DAY BOOSTS SALES

Dollar Day sales have come to be an institution in the system of retail merchandising in Ontario. About ten years ago a Brantford newspaper created an innovation by enlisting the support of local merchants in such a project. The idea has been used with growing success ever since. In plain language, "it has caught on."

There is hardly a city or large town in the province that has not used the "Dollar Day" idea to attract buyers by offering them special values. Thrifty purchasers have eagerly made use of the opportunity to secure merchandise at bargain prices.

Merchants have benefited by clearing out the old season's goods, and thereby making room for the new. They have reasoned, rightly, that it is better to sell at a loss than to carry goods from one season to another. The spurt in buying extends to the newer goods as well as the special offerings.

Radial and railway fare reductions and refunds have proved splendid methods of bringing customers from nearby points. The opportunity to show the visitors splendid values, when properly used, results in a permanent gain in the way of outside trade. There are many scores of Ontario merchants to-day who are enthusiastic over the Dollar Day sales.

They are assured the public is in a buying mood.—Toronto Globe.

COSTLY SHOE SHINE THAT MADE BUSINESS

Eight hundred sales agents and salesmen from all parts of the United States and Canada as well as from Europe and even from far-off Australia were gathered at the recent N.C.R. convention at Dayton, Ohio. Several of the agents had complained that their territories were completely worked over and that they needed new ones. Had this sort of talk been allowed to gather momentum, the whole assemblage might have been headed towards gloom, depression and despondency, probably with incalculably harmful after-effects. Quick as a flash, the senior executive present leaped to the platform and shouted, "I'm going to stop this convention to get a shoe shine. Call in the bootblack."

The dropping of a bombshell could not have produced a greater sensation. It was known that the convention was costing the N.C. R. Co. at least $250 per minute. Yet the whole proceedings were being halted



No. 40215—Camp-fire Pastel, Rembrandt tone in antique frame, powdered gold, burnished.

Good Pictures

Correctly framed, are necessary in a well-furnished room. We carry in stock the best sellers, framed in harmony with the subjects.

Our antique mouldings are up-to-date in design and finish.

PHILLIPS MANUFACTURING COMPANY, LIMITED

258-326 CARLAW AVE. **TORONTO, ONT.**

in order that one man might have his shoes polished! In came the bootblack, and, while more than eight hundred men watched, he did his work. It took him five minutes. The shoe shine, therefore cost $1,250.

The man whose shoes had been shined said, in effect: "Both of the two bootblacks who preceded this fellow failed to earn even the $4 a day guaranteed by the company; the company every week had to make up the deficit. Then came this bootblack. He had no more 'prospects' than the others, no larger territory, no better conditions of any kind whatsoever. Yet this bootblack earns from $11 to $17 every day."

He paused.

"Gentlemen," he shouted, "it is not territory that counts. It's the man!"

A mighty cheer rose from the convention. The whole atmosphere was transformed. The descent towards pessimism was checked, and the proceedings headed towards optimism and confidence. The man who called for the $1.250 shine was J. H. Barringer, vice-president of the National Cash Register Company of Dayton. Spontaneously the selling force raised the slogan, "Remember the bootblack!" And they later figured that the shoe shine and the slogan will be worth more than a million dollars extra business to them during the current year.

You may teach a man to be a bricklayer or a carpenter or lots of other things, but you can't teach a man to be an executive genius, capable of turning threatened disaster into success by one mental stroke at a critical moment. Your best capital is yourself.—Editorial from Forbes Magazine.

GOOD TIMES JUST AHEAD

All we need to have and to hold it is a sane, sure grasp on the simple elements of Prosperity.

They are Industry, Integrity, and Faith.

These are the cardinal virtues of human relations. They are the underpinnings of healthy, natural business life and the foundation of a wholesome social system.

They are the fountainhead from which Progress springs. A well-known business economist has called them the "Fundamentals of Prosperity."

Your purchases are an expression of Faith. They are an evidence of your Industry. Make them confidently from business institutions of Integrity.

Buying is the backbone of prosperity. An active market means more employment, steadier earnings: benefits are passed around.

Wise spending gives stability to earning and for that reason is farsighted thrift and sound economy.

The call of to-day is for cheerful thinking, willing working and constructive action by you—everybody—NOW.

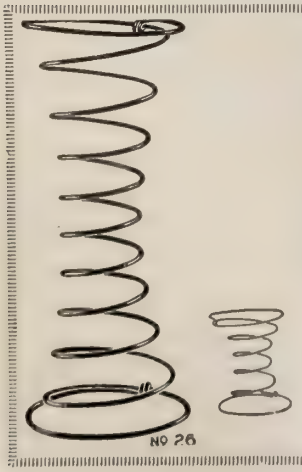
To-morrow's change for the better will come about through the combined efforts of each and every one of us.

By sheer force of numbers and co-operation, by the high power of heart and mind, we can put Business on a firm, stable basis.

We can do this because all of the material factors making for better business are right.

Let us link our faith with industry, our vision with courage, and forge ahead.

Let's make an uncommon effort toward a common end —Good Times.



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

James Steele, Limited

Guelph, Canada

TEN THINGS THAT WILL HELP YOU SUCCEED

1 Think sanely.
2 Learn from mental superiors.
3 Learn to listen attentively.
4 Read best newspapers and books.
5 Improve your memory.
6 Concentrate.
7 Don't worry.
8 Be systematic.
9 Weigh both sides.
10 Avoid inferior minds.

—The Mercantile Gazette of New Zealand.

KILLED ON ACTIVE SERVICE

A fireman lost his life the other day in a Winnipeg fire. Very little has been said about it—the public seem to have taken it as a matter of course. The general attitude seems to be that it is a fireman's duty to fight fire—he may be killed while doing so, which would be unfortunate but nevertheless one of the incidents likely to happen in a fireman's career. If it had been a policeman killed in the execution of his duty that would be different and if somebody was responsible for that policeman's death, directly or indirectly, efforts would be made to punish those responsible. We find no fault with this, for any person guilty of taking human life, whether through negligence or any other cause, should be punished and punished severely.

Our firemen are called upon to risk their lives frequently in fighting fires which have resulted from somebody's carelessness. $27,400,000 worth of property went up in smoke during 1920, a loss equal to $17.10 for every family in the Dominion. Two hundred and twenty-four human lives were snuffed out last year as a result of fires. Was anybody guilty of murder or wanton destruction in this connection? And yet it is a well known fact that 75 per cent. of the fires we have are due to carelessness. If a similar quantity of property and an equal number of lives were destroyed as a result of Bolshevism, we would rise as a nation to crush the menace, but we go calmly on ignoring our fire losses, letting negligence continue, failing to punish those responsible for fires and looking calmly on when a fireman loses his life, satisfying our consciences with the belief that he was "killed on active service," that possibility being part of the risk he assumed when becoming a fireman.—Canadian Finance.

All Marshall Products

TRADE MARSHALL SPRING MARK PATENTED

Are Made of New Pure Materials

Marshall Standard Mattress
Marshall Cotton Top
Marshall Box Spring
Marshalfelt Mattress
Marshaldown Mattress
Marshall Auto Cushion

MADE ONLY BY

Marshall Ventilated Mattress Co., Limited

LONDON, ENG. TORONTO WINNIPEG CHICAGO, ILL.

BUNGALOWS INCREASE SUMMER FURNITURE DEMAND

THE prevalent style of bungalow dwelling which has taken hold of people both in Canada and the United States is bringing with it a taste for lighter frames in furniture, and a lighter tone in colorings. Thus it comes about that furniture of reed and rattan sold in the past as summer lines are now wanted by home owners for all-year use.

The bungalow seems to be one of the ideas which savages gave to civilized man. It developed naturally in different tropical countries which had no communication with one another. The black man of Africa's jungles and the brown man of the cannibal islands built bungalows so much alike that one might easily be mistaken for the other. White men appropriated the idea and have made various improvements in plans, and in many parts of the civilized world the bungalow has become a prominent and common style of residence.

The idea is that the occupant must live as much as possible out of doors, yet not actually exposed to the inclemencies of the weather. The wide, open porch, the large window, the spacious hall, are part of the plan. It is here that rustic furniture has its stronghold. Glued joinings and polished wood do not stand well in the open air. The mahogany porch rocker gives place to one of rattan, reed, grass, willow, or some other kind that will not warp out of shape or blister and peel if damp air strikes it in early morning or late at evening.

The bungalow fosters notions of airy lightness, and those notions find their interpretation in furniture which has much of its usefulness out of doors. The vine and the fig tree, speaking figuratively, must have harmonious environment, such as the rustic bench, the porch swing, the reed rocker, and the camp chair.

THE WINDSOR CHAIR

One of the furniture family coming back strong, as noticed at this year's exhibitions, is the Windsor chair. It was during the 18th century that the Windsor chair came into use. It is a style of chair that is associated with farmhouses, country inns and taverns. The carved horseshoe rails and back were generally constructed from ash. The term "Windsor" is said to have originated when George III. saw a chair of this design in a cottage near Windsor and liked it so well that he had some made for his own use.

This year we are getting it in many finishes—as an extra chair for the livingroom, and as a two-tone effect for my lady's boudoir.

THEY WANT OUR PAPER

COMMENCING with April issue will you please have two copies of the Furniture World forwarded monthly for one year to the following addresses:

Mr. Wm. G. Hawkins,
82 Emerald street, North,
Hamilton, Ont.

Mr. Chas. Webster,
55 Niagara street,
Hamilton, Ont.

Kindly charge these to Greens of Hamilton, Ltd.

CO-OPERATION WITH DEALERS FOR BETTER BEDDING

During the present month of April the Marshall Ventilated Mattress Co., Ltd., Toronto, are putting on a publicity campaign to co-operate with their dealers throughout Canada in making a demand for better bedding. This campaign partakes of the nature of a series of advertisements, uniform in design and style, with strong selling talks, placed in the newspapers of the country by the company, with the company and dealers co-operating in window and interior displays and sales demonstrations.

The copy of the advertisements—five in number—tells an interesting story of why housekeepers should look into the question of better bedding in their homes—what it means to health and happiness—and how the Marshall mattresses measure up to the highest standard of better bedding.

The slogan of the campaign for April is "Marshall Month," all the advertisements carrying this slogan prominently. "Write it across the face of April 'Marshall Month' " is the heading of one ad. carrying a message to housekeepers. The other ads. lead off with "April's here! this is 'Marshal Month,;" "Date the 'gift of sleep' from 'Marshall Month';" "Buy at reduced prices during 'Marshall Month';" and "This is the last week of 'Marshall Month'."

Many dealers in Canada are co-operating in the campaign, the Marshall company offering reduced prices during April as a special inducement for customers to buy. This is the first time in twenty years that the company has done this, their plea being that as business conditions have entered on a new era they wish to co-operate in this way to meet the present situation.

CURTAIL CANADIAN IMPORTS

The most noticeable change in our foreign trade, as shown in the figures for the twelve months of last year (1920), is the increase in our importations from the United States. To-day 50 per cent. of our total trade is with the United States, and we buy from her over 68 per cent. of our imports. In comparing the importations from the United States for the year ending November, 1919, with a corresponding period in 1918, we note a decrease in imports amounting to $8,884,541; but in the twelve months ending November, 1920, our buying in the United States shows an increase of $201,596,058 over a corresponding period in the previous year. The following figures for the twelve months ending November, 1920, show our present trade relations:

Total trade with all countries, $2, 635,118,750.

Total trade with United States, $1,472,858,076—over 50 per cent.

Total imports from all countries, $1,345,582,300.

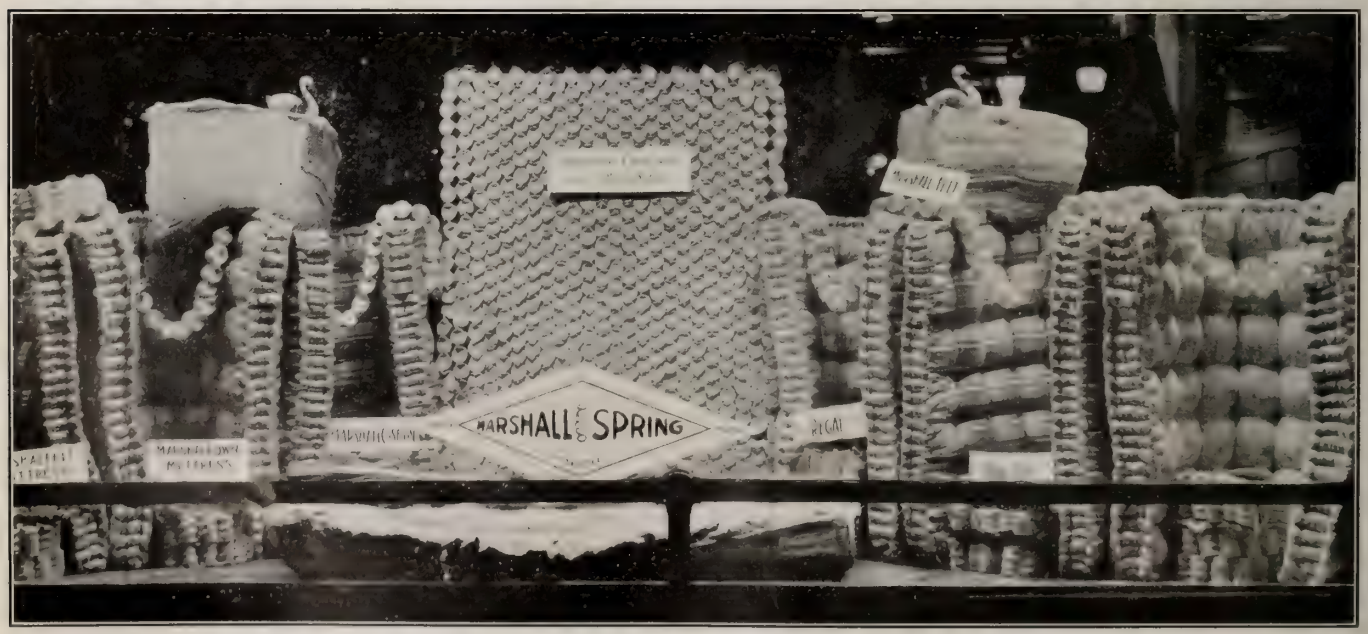
Total imports from United States, $927,564,711—over 68 per cent.

Total exports to all countries, $1,289,536,450.

Total exports to United States, $545,283,365—over 42 per cent.

To-day, we are importing from the United States millions of dollars' worth of commodities, many of which could be purchased equally well in Canada. If these articles are bought in Canada, there will be two results: the exchange situation will improve; the production of Canadian industries will be increased, and unemployment consequently diminished. As importation figures on specific articles obtained in the United States for the year ending November, 1920, are not available, the list of articles imported in large quantities from the United States, has been taken from the latest yearly returns for March, 1920. In practically every item, buying could be curtailed in the United States and increased in Canada. Since the total importations from the United States have increased 27 per cent. in the twelve months ending November, 1920, it is doubtless fair to assume that the figures on specific articles will, in many cases, show a similar increase, and, therefore, in reviewing the figures given herewith these increases should be considered.

If you write a letter when you are mad save it and tear it up when you get over feeling that way. The letter written in anger is always repented.



Window display featuring Marshall Mattresses put in by the J. C. Furniture Co., Ltd., Peterborough, during "Marshall Month." The Marshall Ventilated Mattress Co., Ltd., are co-operating with their dealers throughout Canada in creating a demand for better bedding.

The Cost of Advertising

Pertinent Observations from the Vancouver World

WHEN a merchant decides to increase his expenditure for advertising he does so with the purpose of reducing selling costs, not increasing them.

If we admit that advertising expense is a part of selling cost, it may be reasonably asked as to how selling cost is to be reduced through adding to it?

A merchant has an overhead cost to meet which does not vary greatly in periods of dullness and activity. He has about the same operating expense to meet in a week when he does business to nearly maximum of capacity as in a week when he does half as much business. His profits must come through keeping his stocks moving—through frequent turnovers—through the greatest possible volume of sales in a given period.

Failing to make a certain volume of sales, the merchant's overhead must be earned by a higher profit on each sale—or it cannot be earned at all. With the volume of sales falling below the margin of safety, low prices become impossible.

In the same manner, as the volume of sales climbs to nearly the maximum of capacity to handle, profits on each sale may be steadily reduced—and yet net a proper profit above operating costs.

An increase of advertising expenditure is always made in order to develop a larger volume of sales. Increase of advertising expense, up to the point where turnover is at full capacity, works logically toward steadily reduced profits on each sale. It is through this process that the customer profits through a merchant's increased "selling cost."

BIG ADVERTISING CAMPAIGN

More than sixty million persons will read about the Lloyd loom woven baby carriages and furniture in Canadian and American newspapers and magazines as the result of an extensive advertising campaign which this company are conducting during 1921. It is a greater campaign than that of last year.

The story of the remarkable Lloyd loom woven products will be printed in 158 of the largest newspapers on the continent; in seven of the largest magazines devoted to the affairs of women in the States and in two Canadian magazines of the same type. The combined circulations of the newspapers is 11,882,149, and of the magazines, 8,770,000. This makes the grand total 20,668,238. Periodicals of the kind used have an average of three readers each, making a total of more than 60,000,000 readers.

Other Publicity Stunts

Lloyd advertising this year will not stop with the newspapers and magazines. The names of 100,000 prospective mothers have been purchased and will reach the office monthly. To these persons will go a small thermometer and a booklet called "Mothers of the World." On the inside of the back cover is a coupon which calls for a Baby Book if the holder buys a Lloyd carriage.

Dealers have purchased more than 20,000 of these booklets so they, too, can follow up prospective baby carriage buyers. Dealers will advertise Lloyd carriages with movie slides, furnished by the company. They will advertise in street cars with cards furnished by the company. They will enter a window decorating contest for which the company will pay $100 for the best window. This contest will be conducted during the week of March 13. They will also enter a $100 prize contest for the best interior display.

An eight-page newspaper telling of the great Lloyd campaign has gone out to the dealers. One will be sent each month so as to keep up the dealer interest in the Lloyd campaign and so as to get him to co-operate. The point is that Lloyd advertises his products in a general way while the dealers are expected to advertise them over their own signatures so as to show prospective buyers where they can get Lloyd products.

ADVERTISING EQUALS MANY SALESMEN

The advertising manager of Marshall Field & Co. has this to say about advertising:

"Advertising is, of course, an expense. But so are salaries for salesmen. And you must bear in mind that good advertising will do the work of many salesmen. It will economize the time of the salesmen you have and make them more efficient. Also, good advertising reaches people that your salesmen cannot. Moreover, that kind of advertising which builds good will and confidence is a definite investment; it increases your assets and brings dividends, for good will is just as surely a capital stock asset as merchandise."

The Grand Rapids Market Association will continue their July furniture exhibition during four weeks this summer instead of three as formerly.

Chesterfields
Arm Chairs
Couches

We offer a medium grade line of upholstered furniture, thoroughly constructed and finished, at a moderate price. It is well worth your while to try out this line. You will find that it sells readily to a large portion of your trade. Write us for quotations on your requirements.

The Specialty Upholstering Co., Limited, :: Waterloo, Ontario



A Growing Maritime Store

Department store building up a housefurnishing trade.

Section of carpet department of Chapman Bros. and Canfield, Ltd., Amherst, N.S.

GROWTH is the watchword of Chapman Bros. and Canfield, Ltd., who conduct a large department store at Amherst, N. S., in which house furnishings and carpets are a big line.

It has been the policy from its founding to the present time to always live up to the ideal of "the greatest service to the greatest number," and they have tried to make everyone in Westmorland and Cumberland counties acquainted with the store, promising them the best service that it is possible for a store to give and at all times endeavoring to furnish the latest and best in all that the market affords.

Some Features of Present Furniture Trade

MODERNIST FRENCH DECORATION

The modernist movement in decoration which is now in vogue in France is believed to be a re-action of the war Life in Paris, at the present time, is both spiced and colorful, according to a celebrated French writer, and the jaded tastes of the Parisians respond to most anything new and sensational. Thus the lurid and bewildering colors of the modernist design have been encouraged as a desirable decorative medium, and many of the leading French interior decorators are showing schemes which are more than polychromatic in effect. Furniture is designed in the wildest colors, embodying very lurid designs, and the upholstery is not dissimilar in pattern to a cubist painting, with the same fabric hung on the walls. Long folding pillows, full of color, are now popular in many homes. These pillows, when folded serve as a seat, and when unfolded may be used as a mattress.

THE ORIENTAL RUG SITUATION

From recent correspondence from the Orient, various facts come to light indicating the growth of the Bolshevik menace and its effect upon the weaving of Oriental rugs. For instance, it is stated to be a common sight in Teheran to see occasional representatives of the advance guard of the Bolshevik government riding around the streets on motorcycles. The Bolsheviks have for some time been at Baku and recent advices state they are preparing to enter Northern Persia, especially the towns of Enzeli, Resht and Kazvin, and beyond. One house reports its representative visiting Enzeli, where many Oriental rugs had been destroyed, confiscated, or burned by the Bolshevik during the conflict between them and the Persians. A small portion of these goods were subsequently recovered—Carpet and Upholstering Trade Review.

THE ENGLISH CARPET TRADE

The small amount of carpets made during the war has resulted in a large and persistent demand for all grades of floor coverings. Nervous buyers have here and there cancelled orders, fearing a fall in prices, but there has been no sign of that owing to the continual advance in wages.

During the last few weeks, demand has fallen off somewhat, but that is usual at this season of the year, and there can be no doubt that the coming spring season will be excellent with remunerative prices for goods and high wages for the workers.

There is no doubt that during the year 1920 the demand in the carpet trade considerably exceeded the supply, and in the early part of the year buyers were visiting Kidderminster from all parts of the world. Notably there were visits from large numbers of buyers from the United States, but in most of these cases we were not able to obtain the production necessary to meet their demands.—Kidderminster (Eng.) Shuttle.

The walnut tree is in the lead, reports the American Forestry Association, in its national tree-voting campaign to select the tree most typical. The elm is a close second, but many votes have been recorded for the oak, hickory, maple, white pine and cedar. The American walnut, or black walnut, as it is usually called, is being fast depleted. It is chiefly found from Massachusetts and South Ontario west through the southern half of the Lake States to Middle Nebraska, to Central Texas and Northern Florida.

News of the Canadian Furniture Trade

The Dominion Mattress Co., Toronto, has been registered.

The Reliable Mattress Co., Toronto, has been registered.

David Courville has discontinued his furniture business at Alexandria, Ont.

The Royal Bedding Co. are commencing business at 49 Peter street, Toronto.

Electric Refrigerators, Ltd., Toronto, has been incorporated with a capital of $40,000.

F. E. Tremblay, who has been keeping a combined furniture and grocery business at Hull, Que., has discontinued the grocery line.

Smith & Champion, Ltd., 1420 Douglas St., Victoria, B. C., has been incorporated to deal in furniture, furnishings, etc. Capital, $100,000.

Langslow, Ltd., Cobourg, Ont., recently presented the school board of that town with 30 moveable and adjustable chair desks made in their factory.

The Victoria Talking Machine Co., Ltd., 41-43 Flack Block, Vancouver, B. C., wholesale dealers in talking machines has been incorporated. Capital $50,000.

The T. Eaton Co., Toronto, during the first week in April conducted a "Brighten Up the Home" week to induce larger sales of furniture and home furnishings.

Thos. Bartram, representative of the R. M. A., on the Canadian National Exhibition executive, has been successful in securing a retail merchant's day for the big fair at Toronto next September.

J. C. Giroux, Lte., Montreal, has been incorporated to manufacture and deal in all kinds of office and household furniture. Capital, $20,000. Provisional directors are J. C. Giroux and G. E. Dubuc.

Musicmaster Phonograph Co., Ltd., Rogers' Building, Vancouver, has been registered, acquiring the business carried on by H. Hamilton and J. B. Maysmith under the name Musicmaster Phonograph Co. Capital, $500,000.

The Florentine Statuary Co., of Toronto, have purchased the Princess Hotel, opposite their present quarters on King street, east, for manufacturing purposes. The new building will give the firm nearly double their present floor space.

The Canadian Rattan Chair Co., Ltd., Victoriaville, Que., are opening a warehouse at 53-57 Vine Avenue, west, Toronto. Alf. T. Roberts will be in charge, and the company will carry at their Toronto branch a complete stock of their wooden chairs.

FURNITURE MEN LOSING OUT TO JEWELERS

A Peterborough and a Kingston jeweler has taken on a piano agency because the furniture stores, seemingly, were not live enough to add pianos to their furniture stocks.

MAIL PICTURE POSTCARDS OF STORE

The W. B. Jennings Furniture Co., St. Thomas, Ont., have printed a number of colored picture postcards showing the main floor of "St. Thomas' greatest home furnishing store" for mailing to their customers and friends.

SCHEMES USED BY OTHER DEALERS

Culley & Bray, Hamilton, believe in motion displays. One of their latest was an electric washer in front of their store in operation. A glass front on the washer showed the flow of water in the machine and many people stopped to watch it and inquire the price.

A Montreal electric dealer increased the sale of a popular sewing machine motor through the aid of a window display, the feature of which consisted in carrying the foot-pedal switch out onto the sidewalk in front of the store. A sign on the window, with an arrow pointing to the foot pedal (which was made detachable so that it could be taken in at night), invited passers-by to start the machine. The demonstration attracted much attention and many people bought as a result. The sewing machine motor sold for $20.00 and was offered on easy payments.

O. A. Bishop, Broadview Avenue, Toronto, is doing much local advertising. In addition to using postal pillars, hand bills and blotters, he has made arrangements with a restaurant a few doors away to run an advertisement permanently on the back of their menu.

Announcing

Production of

A SUPER-UPHOLSTERED LINE OF

Chesterfields
Chairs
Couches

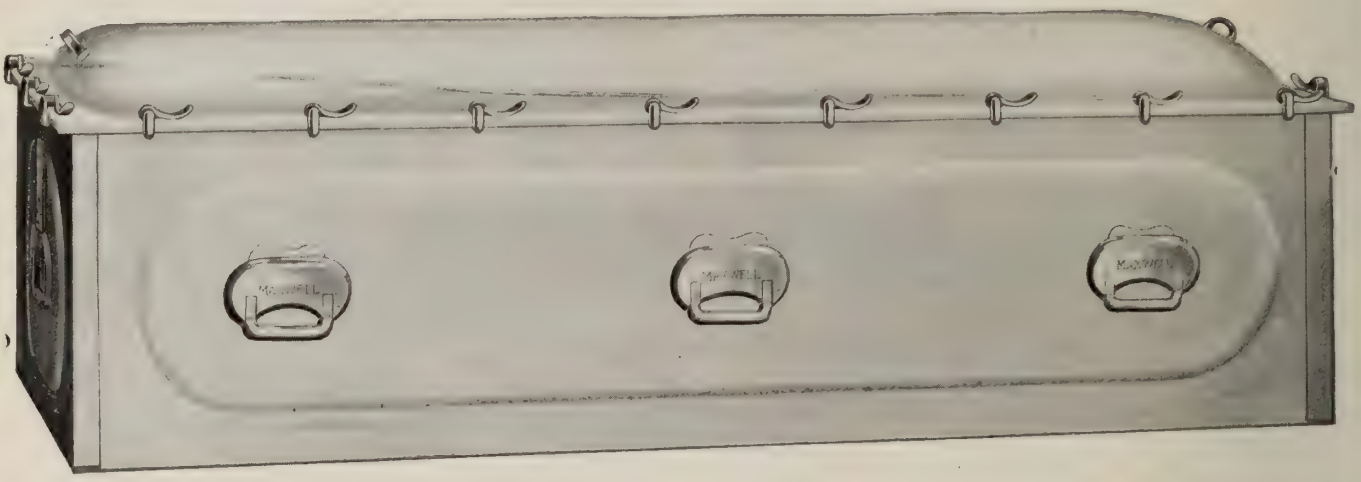
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Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

CAN EMBALMING BE SAVED ?

IS EMBALMING WORTH SAVING?

Continuation of series by Prof. H. S. Eckles.

Written for Canadian Furniture World and The Undertaker

THE tides rise and fall. The brutal autocracy of Louis was succeeded by the license and bloodshed of the French revolution, just as the oligarchy of the Czars is dashed to earth only to pile up the monumental iniquities of the Soviet.

Somewhere between these extremes the level of truth and perfection lies, but what man who surveys history will be bold enough to say when, how and where that true level will be found.

What man is bold enough to assert that embalming, menaced as it is by money-mad traitors, is safe when the last three years have seen mighty Russia tumbled from the heights of wealth and prosperity to the lowest depths of poverty, degredation and misery, its pledged word a matter for merriment, its money less valuable than waste-paper!

Mark you! It was not enemies from the outer world which encompassed Russia's downfall, but the same money-lust and treacherous trickery from within which now, by the same process of false doctrine, seeks to deceive the embalmers of America into destroying the very foundations of their art.

All human achievement has its basis in human unrest. So has all human iniquity, and the cycles through which they pass are as ceaseless and as invariable as are the waves which batter upon our coasts.

Human freedom found its highest expression in America nearly a century and half ago. Yet, its complete fulfillment did not come until brother had battled against brother for four long and blood-stained years.

The waves of unrest swung yet up, but with a mechanical manifestation. For can any man believe that the period of invention and efficiency which followed our war between the States was the result of chance and not the working out of some mysterious, universal ages-old-law?

The art of embalming reached its crest in the first ten years of the present century, because within that period it was universally accepted that the basic and fundamental foundation of the art lay in following Nature's cycle of circulation—heart, arteries, and capillaries, using the veins only for the purpose to which Nature herself applies them, for drainage.

None disputed this, none questioned it. Teacher, embalmer and manufacturer alike exerted themselves only to develop our understanding of Nature's methods and to provide new ways of utilizing them.

To-day these time-honored principles are assailed alike by stupidity and cupidity. Will you turn your back to this ignorance and these mercenaries or will you surrender to the forces of twisted morals, perverted ideals and destructive leadership?

Remember, your license to practice your profession and with it the protection it affords you are in jeopardy.

The modern world never has seen such an era as that through which we are now passing. Our customary habits of thought, our analysis of motives, our judgment and even our honor and our integrity are swept hither and yon by the conflicting course of the great events which we have just witnessed.

Is it to be wondered at, therefore, that in no small measure the feet of some hitherto respected and reliable manufacturers have been washed from the firm rock of truth to the shifting sands of trickery and expediency? As Dr. Butler so well has said:

"Old forms of Government that have existed for fifteen hundred years have tumbled down in ruins before our eyes. Ruling dynasties which trace their origin to Charlemagne have been driven from the places of power and authority that they have occupied for centuries. New nations are being born in our very presence, and peoples who cannot remember the time when they have not been held in bondage by an alien military power are standing erect and making ready to march forward to take their independent place in the family of free nations. There is turbu-

COMING 1921 CONVENTIONS

MANITOBA Funeral Directors' Association, Winnipeg, July 4, 5 and 6.

Nova Scotia Funeral Directors' Association, Halifax, in August.

New Brunswick, Funeral Directors' Association, St. John, in August.

Canadian Embalmers' Association, Toronto, Sept. 6, 7 and 8.

Dominion Funeral Directors' Association, Winnipeg, July 6.



This is our Combination Casket Wagon, to be used for hearse when required, or for ambulance as well. This body is made of the best white ash, with large panels of 20-ounce steel that does not check the same as wood will in time. Here you have a complete casket wagon, and to make a hearse of it we furnish full sides as shown on illustration, and you have a hearse complete. We also furnish yet other sides for ambulance. These sides we paint dark green or maroon, letter it in gold, large letters, "ambulance." Then, we make panel on top large, and on it a red cross lined with gold, and you have a perfect ambulance. These ambulance sides are all made from yellow poplar, 7/8 in. thick. We make these of wood, as we can use 7/8 in., which makes them strong; and they are light as well, weighing less than 50 lbs. each. You can also have yet other sides, when required, for delivering furniture; have a fairly plain side painted dark green or maroon, and lettered to suit. In this way you have four rigs on one chassis—wagon, hearse, ambulance, and delivery rig—and it will look fine in either, and no one need know it is the same rig, for every change is a complete change in itself.

Patented, Canada and United States.

MITCHELL & COMPANY
INGERSOLL



Our new model Combination, one of the handsomest bodies made, and is entirely in a class by itself. It gets away from the sameness you see in all hearses, four columns to a side and short panels, and when you see one you see them all. When you see this you see one continuous masterpiece of art and two distinct rigs on one chassis. When you have taken off your hearse side you have an entirely different rig—a rig that you can't produce by taking out panels. The frame is made of the best of white ash. The balance of body is made from yellow poplar. Now for panels on wagon, we give you steel or wood. The driver's compartment is trimmed in leather, dome light in rear, and rear lined with three-ply walnut, mahogany, quartered oak, or B.C. fir, as customers desire. These veneers are perfect, lining where water can't get to them to open them up. We use all-silver mountings. Lamps of the best, electric lighted. Now we give you any hearse that we make in a combination or in hearse only, at LESS COST.

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MITCHELL & COMPANY
INGERSOLL

lance not only in the world of events, but in the world of ideas. Loud and angry voices are raised on every hand, urging the overthrow of the foundation of society and of the marvelous civilization which it has taken three thousand years to build. Destruction is the order of the day. Crude thinking accompanies unconsidered and hysterical action.

"In this orgy of crooked thinking and false use of language, words are twisted from their accustomed meanings and are used to mislead the public through being given wrong significations.

"It is high time to attempt to dissipate the fog in which we are living and to get back to first principles and to start thinking along the lines of hard and practical common sense and human experience."

It is time that we, too, should realize that Nature established the cycle and the channels of circulation and that any attempts to alter or subvert that cycle and those channels are false doctrine.

They lead to destruction.

In our profession, the greatest advances and the highest peaks of efficiency, as I have said, were reached during the first ten years of this century. Since that time there has been a gradual recession of the tide, a whirling of cross currents with their resulting whirlpools and maelstroms, and a general lowering of ideals, standards and efficiency.

The embalmer has not been as careful as in the past, the undertaker devoting himself more to the business than to the professional side of his calling, has been less exacting both of the service which he himself performs and that asked of his employees, until as a result, our morale is growing increasingly weaker. Another element which has contributed very largely to the present distressed condition is the fact that many undertakers who have shown their progressiveness in every other phase of their business have embraced the Fads, Fancies and Fakes simply because they were new and without either assaying their worth or seeking to tear the mask of falsity from their faces. The time has come for a reconsideration. Unrest has overstepped its limits, has passed the point of construction and has been as deliberately bent upon a course of destruction as has been evidenced during the past ten years in so many other spheres of human energy, human activity and human ambition.

It may seem a strange process of reasoning to attribute the present downward tendency of embalming efficiency to the identical wave of psychic forces which brought about the revolution in Mexico, the war in the Balkans, the over-vaulting ambitions of the Central Empires, the down-fall of the Russian autocracy and the intellectual and economic unrest which seemingly has just passed its zenith.

But reasoning men realize that every cycle in the world's history has had a common impulse from a common source and has been directed to a common end by powers and forces which while we cannot understand, history teaches us to anticipate and predict.

So, let me record the prediction that—so soon as the embalmers of America realize the actual, imminent menace to the profession that results from the partial embalming of the Fixo-Fako and similar fads, just that soon will Nature's method of circulation again be universally recognized as the only scientific one to be followed.

(To be continued)

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The next time you want Embalming Fluid, do not merely mention "Fluid," but insist on "CaranaC."

CaranaC Embalming Fluid

is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

We Ship Promptly

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REMEMBER THESE DATES

The second annual convention of the Dominion Funeral Directors Association which has been proposed by all the provincial associations and which made a start at the last convention of the C. E. A., will be held at Winnipeg, during the Manitoba Association convention on July 4, 5 and 6 next. The Western associations from Manitoba to the Coast will be represented and the organization committee having the matter in charge are anxious to have a large delegation from Ontario and the East.

If any of our funeral directors east of the Great Lakes right down to the Atlantic can attend a hearty welcome will be given them. If a sufficient number of members can be persuaded to go a special train will be made up to take the party along.

Entertainment will be provided by the Winnipeg and Manitoba men and it is hoped a large number of funeral directors, their wives and families will be able to go. If you think you can make the trip, please drop a line to the editor, Messrs. Mayor W. S. Yule, of Swift Current, Sask., Bert Gardiner, Winnipeg; and C N. Greenwood, Stratford, Ont., are the committee having the preliminary arrangements in hand.

MARITIME FUNERAL DIRECTOR HONORED

F. W. Wallace, the funeral director of Sussex, N. B., was honored by his friends in that city recently on the 28th anniversary of his entering the funeral directing business, by being present with an address and a testimonial in the shape of an upholstered sofa. The St. John Times in commenting on the event said that "Mr. Wallace, like his father, the late Judge Wallace, has done much to make his town better known and appreciated."

LETTERS *to* THE EDITOR

Furniture dealers who want information relative to trade matters will find The Canadian Furniture World willing to co-operate. Send in your problems and we will try to obtain the right answer.

Favors a National Association

Editor Furniture World and Undertaker:

Will you kindly allow me, as an F. D., space in your valuable journal to give your readers a few of the experiences I have derived during the twenty-eight years as an F. D.?

First I would like to point out that in union there is strength. I have been favored with copies of your journal, as well as the Undertaker Journal of London, England, and the Modern Canadian Funeral Director of your city and three American journals, which copies keep me fairly well posted in the movements in the undertaker world.

I wish to say, not as an editor, but as an F. D. that I find everywhere the best and most progressive F. D's are subscribers to more than one of their professional journals. I find the F. D., who says professional journals do not interest him, usually falls behind in the race. I can frankly say that the trade journals are the F. D.'s best friends. I do not wish to trespass on your valuable space and will endeavor to be as brief as possible in this note.

I wish to refer to Funeral Director's Association. I am an honorary member of the New York State Association and have during the past eighteen years been in close touch with the forty-four state associations and also the National. He who runs can read the great improvement that has taken place among our progressive neighbors. I am also an honorary member of the Ontario Association, and their journals and other correspondence have kept me in touch close with the work in Canada.

The Canadian Embalmers' Association during the past thirty-seven years has accomplished great work. While the associations in the Maritime Provinces during the past eighteen years has accomplished much work and great improvement can be noticed, yet there is a great work to do not only in England and United States and the Maritime Provinces but throughout Canada, as we are a young people compared with the former. Now there is a feeling, I believe, in Canada, to establish a National Association. I wish to say as briefly as possible that I am in favor of a National Association and would like to hear the views of my brother F. D.'s throughout Canada. I note, from experience that associations have accomplished much. take for instance the upper provinces, they have accomplished much, the western provinces have also accomplished much, while the little eastern portion of the Dominion, the Maritime Provinces, have accomplished much, too. Now comes a broader feeling, let all these forces meet at Toronto during the meeting of the Canadian Embalmers' Association, and their meeting together will develop broader ideas in every view point that is of interest to the F. D.

Hoping to hear from many of the F. D's,

F. W. WALLACE.

Sussex, N. B., March 7.

Canadians Help Merrily

MONEY POURS OUT OF CANADA

Sir Henry Drayton is Astonished at Inclination of Canadians to Buy Where Dollars Are at a Discount.

At a luncheon of the Ottawa Branch Retail Merchants' Association of Canada, Sir Henry Drayton, besides talking on taxes, referred trenchantly to the "Buy-in-Canada" principle.

Some little time ago the Wall Street Journal suggested that Canada should largely curtail buying in the American market," Sir Henry continued. "What do you think of a nation letting herself drift along till it gets advice such as this from the outside?"

Toronto Telegram, March 30.

Canicula is an honest-to-goodness all-Canadian FLUID — made in Canada from Canadian chemicals by Canadian labor. By using this Fluid with the velvety flow, you achieve the best results and keep your dollars circulating in Canada, assisting your own business.

There is no better Fluid on the market to-day.

Canicula Chemical Co.

366 Bathurst Street, Toronto, Ont.

Professional Notes

J. Curtis Grobb, of Grobb Bros., St. Catharines, Ont., is dead.

Floyd Campbell, of Campbell Bros., Glace Bay, N.S., has recovered from a recent serious illness.

Morris & Son, Walkerville, Ont., have opened up new parlors on Oulette Avenue, and have added new motor equipment.

Ed. Morris of Morris & Son, Walkerville, Ont., was presented by his wife with a new funeral director, making the fourth son.

David Courville, Alexandria, Ont., has discontinued his hardware and furniture business, and is devoting his time exclusively to funeral directing.

J. Sutton & Son, Windsor, Ont., have installed a complete new motor outfit and have greatly improved their funeral parlors both in Windsor and Detroit.

Mrs. P. J. Fitzpatrick, of St. John, N. B., has returned to her home town after taking a course in demi-surgery at E. J. Crandall's school at Patterson, N. J.

Messrs. R. U. Stone and Art. McCabe, of Toronto, went to Baltimore, Md., to assist at the funeral of Cardinal Gibbons and to give information in funeral directing methods.

The graves of the Canadian soldiers buried in Shorncliffe Cemetery, England, were planted with shrubs raised at the Harvey Grammar School, Folkestone, from seeds sent by Mrs. M. C. Graham, of Ladner, B.C.

The George H. Rogers Co., Ltd., Ottawa, has received Dominion incorporation to carry on Geo. H. Rogers' funeral directing business. The capital is set at $200,000. The incorporators are Geo. H. Rogers, and Mrs. H. K. Rogers.

The West Toronto branch of the Great War Veterans' Association had the Reverend Captain M. Mullineux, M. C., their representative in France, deliver his lecture, "Where Our Soldiers Sleep," illustrated by lantern slides of the burial places of the British dead in France at a public gathering recently.

ST.CATHARINES FUNERAL DIRECTOR PASSES

Despite the best of medical attention and the hopes that he would recover, Josephus Curtis Grobb, one of St. Catharines' most successful business men for over half a century passed away at the General and Marine Hospital, on March 26 after an illness of three weeks' duration, due to blood poisoning contracted in his embalming work. Deceased was born in the vicinity of St. Catharines 70 years ago, and was a son of the late Joseph Grobb who, at one time, represented St. George's Ward in the city council and for some years previous was councillor in both the townships of Louth and Grantham.

In the early years the late Mr. Grobb was connected with his father in the manufacture of furniture, and also carried on the business of manufacturing brick. Later he started with his brother J. A. Grobb in the undertaking business, which is still existing under the firm name of Grobb Brothers.

"Curt" as he was always called was a man with a big heart, full of sympathy and kindness, he never hesitated to advise or suggest to any who had made his acquaintance in the long number of years he has resided in St. Catharines, and they who have been in his employ have met with success owing to the example and solid advice which was always forthcoming. "I like to accommodate," was a familiar statement always made by Mr. Grobb, and his statements were always put to action in all cases.

He was a member of Maple Leaf Lodge, A. F. and A. M., and Union Lodge, I. O. O. F. In politics he was a Conservative and in religion attended the Methodist Church.

Besides a sorrowing wife, two sons, Joseph and George, both at home, and one daughter, Mrs. J. P. O'Donoghue, of Grand Mere, Quebec, are left to survive the loss of a devoted husband and father. Two brothers, J. A. Grobb, of St. Catharines and P. H. Grobb, of Port Colborne, also survive.

The funeral was held from the family residence, 12 Centre street to Victoria Lawn Cemetery, and was under the auspices of Maple Leaf Lodge, A. F. and A. M.

NEW FUNERAL DIRECTING BUSINESS OPENS

H. S. Anderson, who has taken over E. Lassaline's business at Sandwich, Ont., is not a new man in the funeral directing field, having been for the past four years in charge of W. H. Richardson's furniture and undertaking business at Essex, Ont. Prior to that he was with Thorpe Bros. of New Liskeard, and Haileybury, in Northern Ontario, for a number of years, and also with that firm in their Hamilton business. He was one of the first of the new school of embalmers to enter Northern Ontario.

Mr. Anderson also served as an embalmer for a while with Chas. Verheyden, of Detroit, Mich.

F. D. DONATES CHAPEL CARRIAGE

The management of Fern Hill Cemetery at St. John, N. B., at their recent annual meeting passed a vote of thanks to N. Lewis Brennan, funeral director of that city, for the gift of a church carriage which that gentleman presented for the use of the cemetery chapel.

HEARSE COMPANY ENLARGING

The W. H. Wattman Car Body Co., of Stratford, are incorporating under a Dominion charter and moving their plant to a modern factory in Toronto. They are expanding so as to do a Dominion wide business in hearses, ambulances and body wagons. The same high quality of workmanship that has always characterized Wattman productions will be maintained. The new factory will be completely equipped by the first of May. The company will be known as The Wattman Car Bodies Limited, and Mr. Wattman will be president and managing director.

THE COFFIN OF ATTILA

A remarkable discovery is reported from Nagy-Szent-Miklos, in Hungary, of what archaeologists suppose to be Attila's coffin. It is of large size, and lies in the bed of the River Aruuka. According to tradition, the remains of this scourge of Europe were placed in a triple coffin and sunk in a river—the poem on his death calls it the Busento. Attlia was the Kaiser's great Hun forerunner.

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Whitby—
Nicholson & Seldon.

Woodstock—
Paul Bedford.

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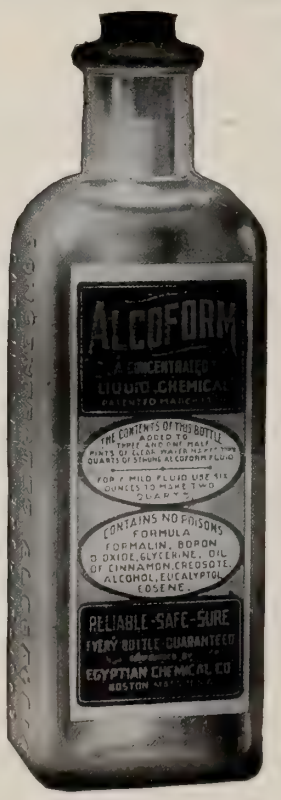
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FOR SALE—WANTED

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage.

FOR SALE—Rubber tired, horse drawn hearse, in good condition, mahogany bed, good black curtains, English axles, capable of running a full season without regreasing. This hearse has oval end and bevelled plate glass body. Have installed motors. For full particulars and photo apply to A. W. George & Son, Port Hope, Ont. t.f.

FOR SALE—There is for sale in Toronto one of the largest and best funeral directing businesses in Ontario. The owner wishes to retire, and wants to get into touch with any person or persons interested in taking over such a business. Books and records open for inspection. All letters will be treated confidentially. Box 110, Canadian Furniture World and The Undertaker. Toronto.

LICENSED EMBALMER—desires position with a good undertaking firm in city, or capable of taking full charge of furniture and undertaking business in a good country town; 4 years' experience in large undertaking business in city and 3 years' experience in furniture and undertaking in country town; can handle motors. Anyone in need of a man who thoroughly understands the business and will work for your interest, reply to Box 114, Canadian Furniture World and the Undertaker, 51 Wellington Street West, Toronto.

SACRIFICE—A horse drawn hearse in good condition—$200 takes it. Apply H. Kroll, 84 St. Patrick St., Toronto. Phone Adel. 1910. 1

WANTED—Undertaking business in good country town. Must be reasonable. State town. Box 112, Furniture World, 51 Wellington St. West, Toronto.

FOR SALE—Greer Hearse, almost new, No. 1 condition; also light casket wagon; both equipped with sleighs and wheels. Prices right. Apply to J. L. Dixon, Winchester, Ont. Box 248. 2

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Dr. G. W. Ferguson, Canadian Manager

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Canadian Manufacturing Plant: WINDSOR, ONT.



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Each mattress bears our label—the seal of integrity.

Your requirements in mattresses of all grades given prompt and efficient attention.

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27-29 Davies Avenue - Toronto, Ontario

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Vol. XI., No. 5

Published by The Commercial Press, Limited
51 Wellington West, Toronto

MAY, 1921

The Canadian FURNITURE WORLD

AND THE UNDERTAKER

Look Over This Number

DAYLIGHT IN THE FURNITURE DEPARTMENT

SELLING FURNITURE ROOM BY ROOM

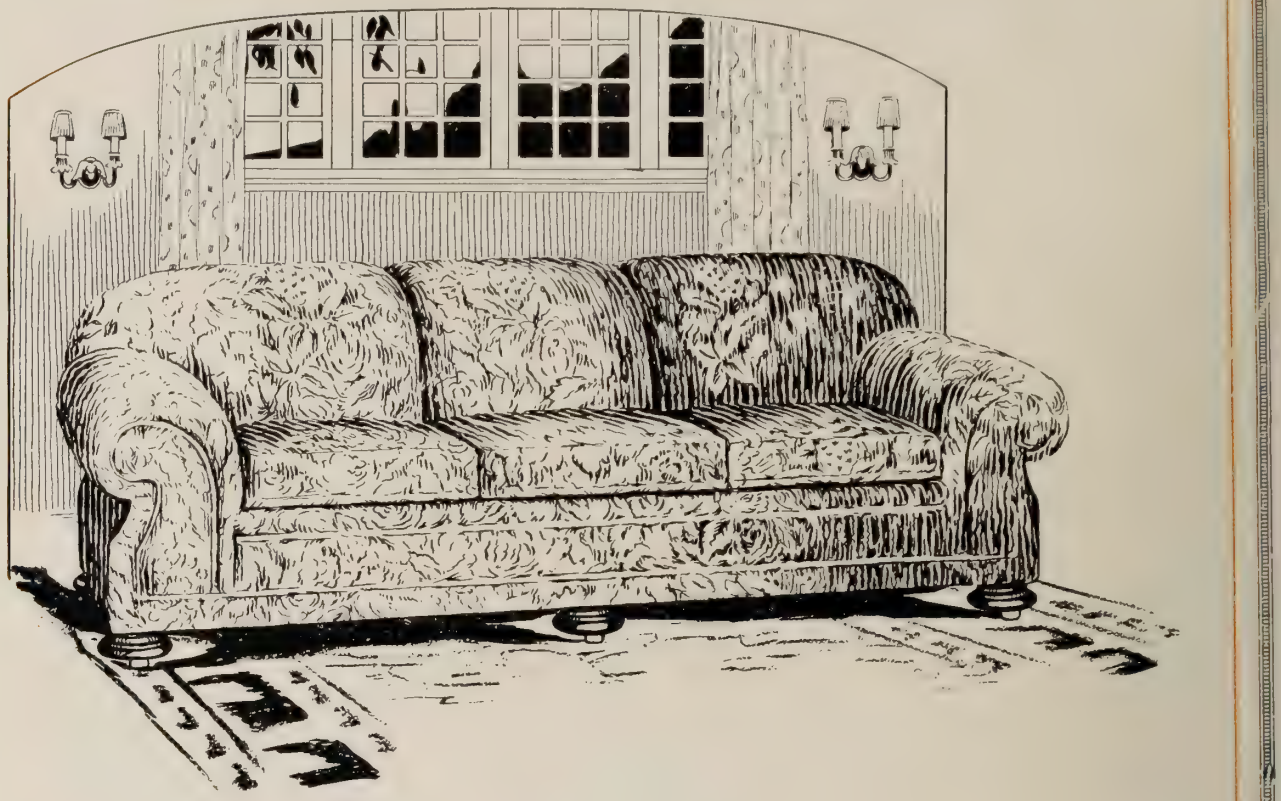
SMALL TOWN FURNITURE WINDOWS PULL SALES

29 YEARS ADVERTISING BUILDS UP LONDON BUSINESS

SAVE MONEY AND START FOR YOURSELF

MAKING SUCCESS OF ELECTRICAL GOODS

Toronto, May, 1921



Dependable Furniture
for the Living Room

Sterling Furniture

Our aim is to make goods up to the standard our trade-mark implies — "Sterling" in every respect.

It is not economy to buy cheap upholstered furniture, nor is it good business to sell cheaply made upholstered furniture. There is nothing in "Sterling" Furniture that is not essential, nor is there anything essential omitted.

The above design, No. 300, can be had in two lengths, 7' or 8', chairs to match.

A linen tag with complete description of materials used is attached to each piece.

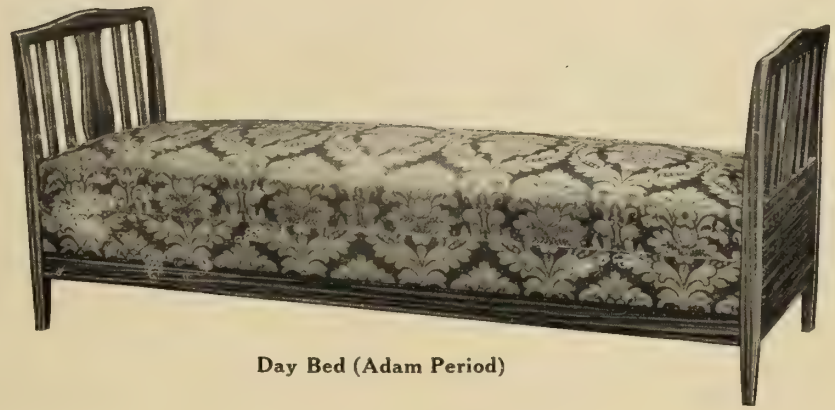
Blue Prints supplied on request.

W. J. Armstrong, Limited : Guelph, Ont.

STRATFORD FURNITURE

PERIOD DAY BEDS

Substantial and Artistic



Day Bed (Adam Period)

There is a distinct touch of refinement about these Period Day Beds which, together with their exceptional value, places them at a distinct advantage in successfully appealing to your customers.

Besides appearance and comfort during the day, these attractive pieces are easily converted into a full-length comfortable bed.

The craftsmanship exemplified in every one of these Day Beds, and the fidelity with which each period has been interpreted, are apparent to those who are familiar with true elegance and quality.

Quotations gladly given on application.

THE KINDEL BED COMPANY, LIMITED

STRATFORD -:- ONTARIO

STRATFORD FURNITURE



No. 502

Bedroom Furn

McLagan Furniture means furniture that is out of the ordinary. It stands for excellence in materials, in manufacture, and in finish. It expresses good quality, good values, good workmanship—an unusually saleable and dependable line.

Write us to-day for pri

Our new catalogue was mailed
If not, write us

The McLagan Fu

STRATFORD



No. 507B



No. 506



No. 509

STRATFORD FURNITURE

ure of Quality

The effectiveness of McLagan Furniture is exemplified in the beautiful suite for the chamber shown herewith. This suite, No. 500, can be supplied in either mahogany or walnut. It has all the distinguishing marks of McLagan productions.

this attractive suite.

ek. Did you receive your copy?
will send one.



No. 500

iture Co., Limited

ONTARIO



No. 509R



No. 507½



No. 508

STRATFORD FURNITURE

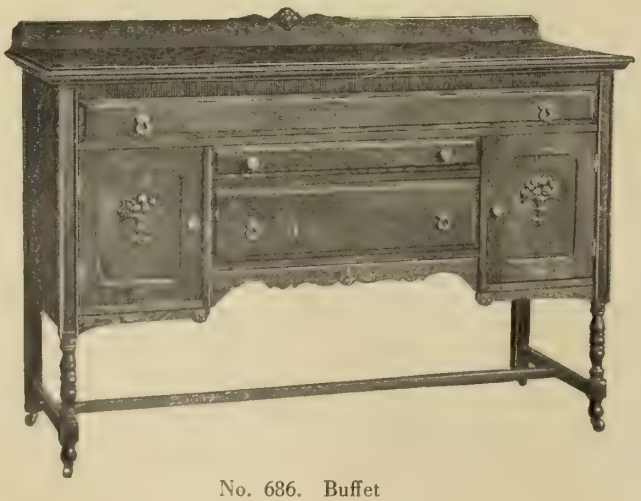
Display Stratford C



No. 686. China Cabinet



No. 686. Diner



No. 686. Buffet

The faithfulness of Stratford Chair Furniture in design, in construction, in finish, in genuine quality, is a matter for consideration of the careful buyer. The rank and file of this furniture in your store can lift your business to a plane of dignity.

Our long experience, our careful study of the trade, our strict adherence to a high standard in every detail of production, puts into Stratford Chair Furniture a quality which makes it of unsurpassed value.

THE STRATFORD

STRATFORD

STRATFORD FURNITURE

hairs and Furniture



No. 989. Arm diner



No. 686. Extension Table

While its graceful lines and pleasing appearance satisfy the eye; its reasonable price places it within the reach of almost every home lover.

Will you get the "edge" in your territory by displaying the Stratford Chair Line prominently and pushing it energetically?

IF YOU'RE READY TO START SOMETHING, we're ready to help you.

WRITE NOW



No. 686. Buffet

CHAIR COMPANY

ONTARIO

STRATFORD FURNITURE

Old Hickory Furniture

Distinction, durability and comfort are built into every piece of Old Hickory Furniture—the line that sells quickly and at a substantial profit.



Upholstered Reed Furniture

Neat and snappy designs in every conceivable finish, upholstered with high-grade tapestry, chintz and shadow cloth.

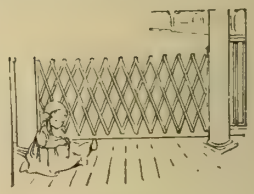
THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD :: ONTARIO

Verandah and Lawn Furniture



Buyers who quickly recognize sales possibilities are instantly impressed with the quality of this Verandah and Lawn Furniture. During the Spring and Summer months it will be a large factor in boosting your sales. There is a genuine demand for furniture of this order.

Lawn Swings — Folding Chairs — Camp Stools and Cots
Folding Tables — Children's Furniture — Adjustable Lawn Chairs
Folding Extension Gates



No. 67

Our new No. 6 Catalog is just out. If you have not received a copy, write us.



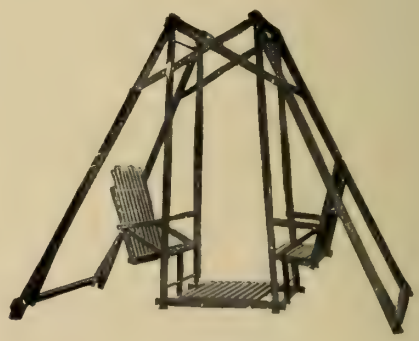
No. 15



No. 22



No 0



Ontario

The STRATFORD MANUFACTURING CO., Limited
STRATFORD - ONTARIO



No. 1015. Buffet in Italian Renaissance

Strathroy Furniture

The quality and rare attractiveness of Strathroy Furniture is exemplified in the suite in Italian Renaissance, of which the Buffet illustrated is a part.

Particular care to all the details of construction, the choicest of materials, and high class workmanship, are characteristics of all the furniture we produce.

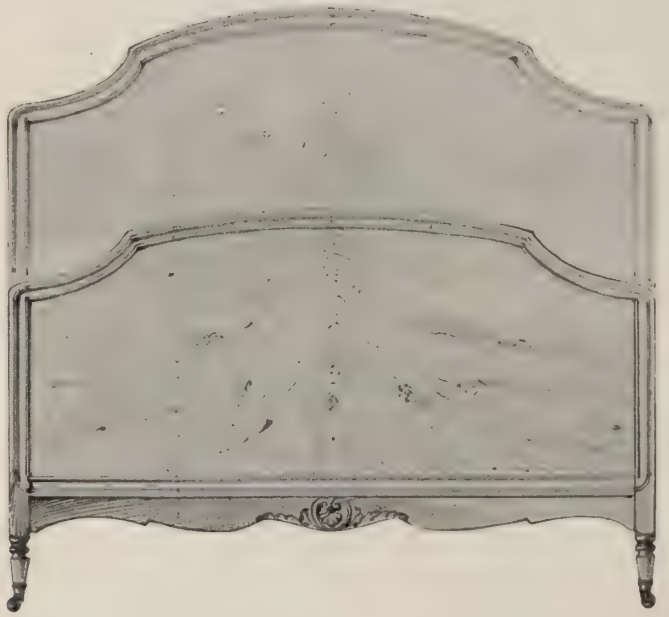
Your good customers will be interested in this suite —and in many other of our interpretations of the old masters.

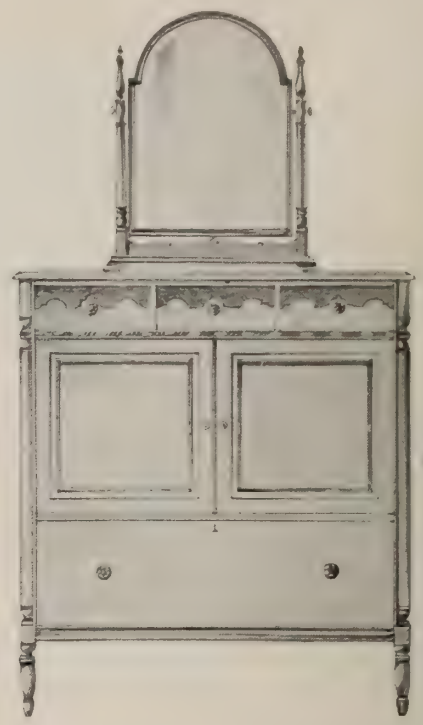
Your inquiry will be given prompt attention

The Strathroy Furniture Company

Limited

Strathroy, Ontario





Every progressive dealer carrying the M. & H. Line has found it a quick seller, and with the present close buying and demand for immediate delivery, a retailer is wise in having some suites in stock.

Many a sale is lost by you, Mr. Dealer, through the delay created by having to order from the factory.

We are in a position to make immediate shipment of any of our lines, except in the case of special finish.

Write, phone or wire your order
at our expense

MALCOLM & HILL, LIMITED

Head Office:
KITCHENER

Branch Factory:
LISTOWEL

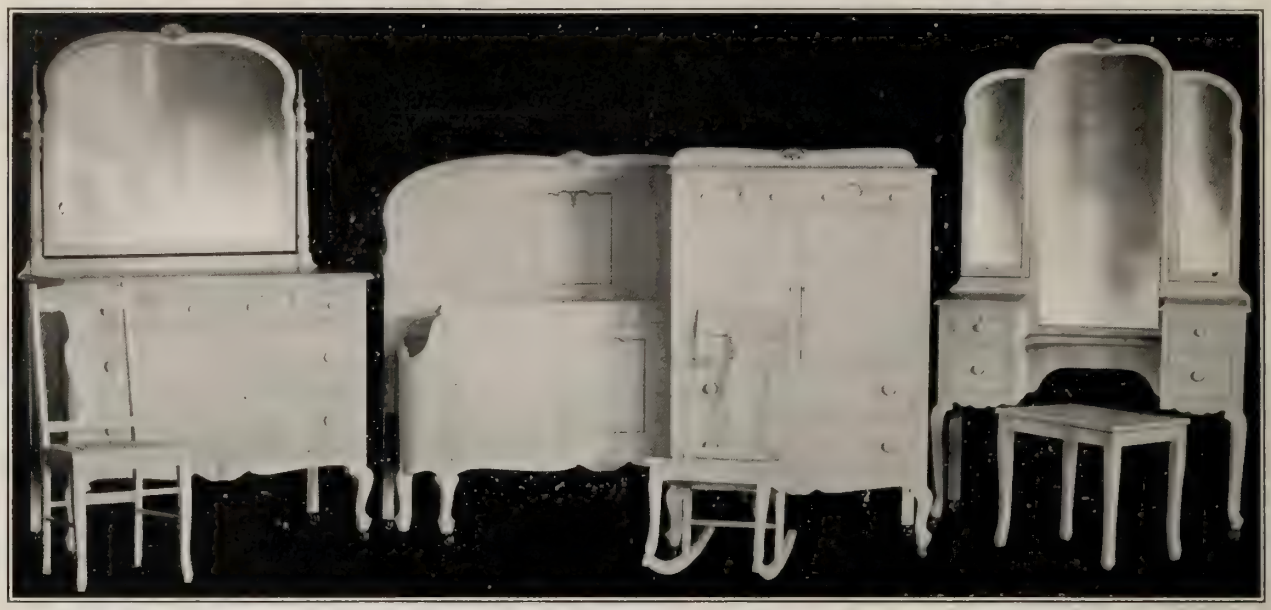


MALCOLM EXCLUSIVE DESIGNS

Grace and simplicity are exquisitely blended in the period suite for the chamber shown herewith. Like all Malcolm productions it will command the attention of those who desire furniture of charm and superior merit in their homes. Ask for Suite No. 130. Made in walnut only.

The Andrew Malcolm Furniture Company, Limited

Head Office: KINCARDINE
Also at LISTOWEL



No. 485E—BEDROOM SUITE (Queen Anne)
Birch. White or Ivory enamel finish. Plain British plate mirrors

Bedroom Furniture of Quality and Refinement

This Queen Anne Bedroom Suite, made in Birch, finished in White or Ivory Enamel, has a very pleasing appearance. Its outward appeal is backed by an excellence in material and workmanship that assures permanent satisfaction in the home.

Furniture of this character is finding a ready sale at the present time regardless of the conditions existings in the furniture trade.

Other attractive suites we can make prompt delivery on are in the periods of Louis XVI, Hepplewhite, Adam, William and Mary, and Colonial.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

Woeller-Bolduc Living Room Furniture



No. 613—Arm Chair
Size: 39 in. wide, 35 in. high, 38 in. deep.

Tapestry Grades	A	B	C
No. 613. Chesterfield	$138	$146	$154
No. 613. Arm Chair	67	71	75

The Woeller - Bolduc Living Room Suite illustrated herewith is generously endowed with those features that have trade-pulling and trade-holding power—good workmanship, attractive design, and beautiful high-grade coverings.

Prices quoted are particularly attractive when consideration is given to the quality predominating.

Permanent Showrooms in Waterloo; in the Wilder Building, Montreal, Mr. A. T. Edwards in charge; in Vancouver at 322-324 Water St., Mr. V. H. Wetmore in charge.

Woeller, Bolduc & Co.

Waterloo : Ontario



No. 613. Chesterfield. Size: 100 in. long, 35 in. high, 38 in. deep.



Wheel Bassinetts
Drop Side Cribs in Wood
Baby Walkers
Cradles

Reed High Chairs
Reed Rockers
Commode Chairs
Play Yards

We are not getting out a new catalogue

Agents for
C. H. Hartshorn

Baby Carriages
Strollers
Sulkies

Gem Crib & Cradle Company
OF CANADA
Kitchener, Ont.



You will be interested in our special offer to buyers in gross lots. Write for particulars.

A ProfiTABLE Proposition

You know from experience that it's easier to sell several low-priced articles than one expensive piece of furniture.

The "Peerless" practically sells itself and every sale represents just so much more profit to you.

Why not give the

PEERLESS FOLDING TABLE

a prominent place on your floor and in your window?

Everybody is a possible buyer and every buyer is a constant, living advertisement for the "Peerless" and the store where it was purchased.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**

CHESTERFIELDS
CHAIRS
COUCHES

A "Super Upholstered" Line for "Better Homes"

Write

Grand River Upholstering Co. : Galt, Ont.

Verandah Chairs

that will increase your summer sales



The attractive appearance, the thorough construction, and the excellent quality of Verandah Chairs and Rockers made by The Canadian Rattan Chair Company, will instantly appeal to your customers.

The spring and summer selling season for merchandise of this class is here now. Every furniture dealer in Canada should be displaying his stock of outdoor furniture.

The rocker illustrated herewith, and several others that we are offering this season, should have a place in your display.

Check up your stock at once—make sure that your display is worth while, and send in your order for additional pieces that you require.

We guarantee prompt delivery to any section of the country.

Remember—That we have permanent showrooms in Toronto at 53 - 55 - 57 Vine Avenue, where Mr. Alfred T. Roberts is in charge.

The Canadian Rattan Chair Co., Limited

Victoriaville, P.Q.



Kapok Mattresses

100% Pure

Our Kapok Mattresses filled with a 100% pure prime Japara Kapok, set a high standard for

Style, Quality and Value

To give your stock greater prominence during the Spring selling season you need only include in it a good selection of these Kapok Mattresses. They will make more and better sales for you, and win more friends for your store, because the good material, the fine workmanship, the neat design, all go to make these mattresses so substantial as to bring about that valuable trade asset—SATISFACTION.

Write for our price list.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

WILLOW ART FURNITURE



We illustrate Willow Chair and Rocker No. 482—two pieces that maintain the high standard of the Brantford Willow Furniture. We are in a position to make prompt shipment on almost our entire line at the present time. Write us to-day in regard to your requirements for Spring and Summer trade.

Special Chairs in Willow suitable for boats and summer cottages.

Be sure to get the old reliable Brantford Willow Works Furniture.

We have no connection with any other reed company in Brantford.

BRANTFORD WILLOW WORKS BRANTFORD ONTARIO

The "20th Century" Line
of Extension Tables



No. 807

The "20th Century" Table is a winner! It has snap, appearance, stability, and quality. Every detail of its construction, from the selecting of the materials to the finishing process, is carefully and conscientiously performed. Its construction cannot be copied, because it is fully protected by patents.

The "20th Century" can be supplied with or without the tilt-top feature.

Displayed on your floor, The "20th Century" will make bigger and better table sales for YOU. Prices and further particulars promptly supplied on request.

Two good tables—The "20th Century" and "Twins," both of them endowed with many exclusive and patented selling features.

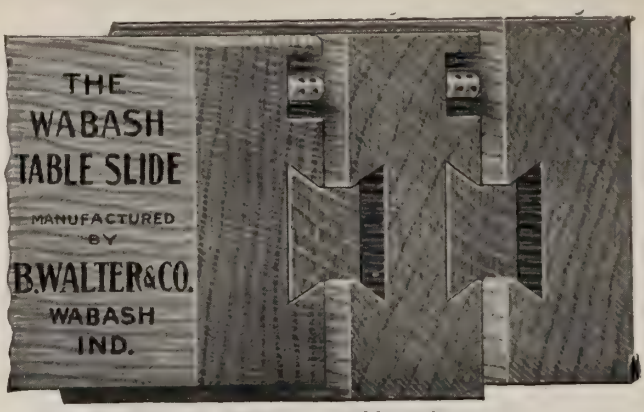
The Chesley Furniture Co., Limited

CHESLEY -:- ONTARIO

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

BEAT IT—
OUR "B" MAHOGANY (Imitation Mahogany on Basswood)

We are selling this moulding in increasing quantities on value

Notice the finish is French Polished and Rubbed, and is not made of cull lumber stopped up with putty and finished with brown paint, as are some other makes.

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA



Baby Carriages

A line of goods that are always in demand. Have you the line on your floor?

GENDRON
Strollers, Go-Carts and Carriages
are the finest quality

THE GENDRON MFG. CO., LIMITED, 137 Duchess Street TORONTO

Chamber Furniture *of* Quality



Each piece of MEAFORD Furniture is executed with skill, and constructed along sturdy and serviceable lines, making it compare very favorably with the much higher priced goods.

Meaford Furniture appeals very strongly to the man of average means, because of its price, quality and fine finish.

Your field for furniture of this character is almost unlimited.

Write us to-day for full particulars about this popular and quick-selling line.

The Meaford Line



Meaford Manufacturing Company, Limited

Meaford, Ont.





Sidway

Strollers for Summer Trade

All indications point to a heavy demand for these popular and convenient vehicles during the next few months.

Anticipate your requirements and avoid disappointment in delivery.

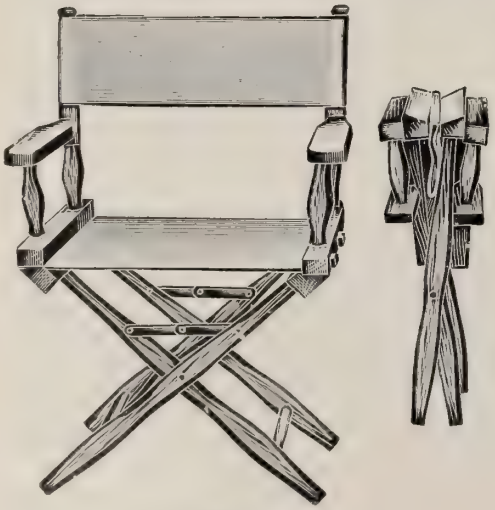
No. 1755, illustrated, is one of our best selling designs. See general catalogue for complete line.

Sidway Mercantile Co.

Children's Vehicle Manufacturers

684 Dufferin St., Toronto, Ont.

You can't Beat It. It's a Dandy,



No. 35—Chair

the most, comfortable, most restful chair I ever sat on.

This testimony from one of our largest customers, describes this chair exactly.

He placed emphasis on comfort and rest, what our 35 chair is specially constructed to give.

Frame of selected hardwood, nicely finished in natural color, with seat and back of heavy khaki duck, which fit themselves to your position like a comfortable old coat.

Our whole line of Camp and Verandah Furniture is guaranteed to give you satisfaction.

It includes: Camp Chairs (6 styles), Stools, Folding Canvas Cots, Tables, Lawn Seats, etc.

Get after this business in your town EARLY—It will pay you.

Otterville Manufacturing Company, Limited

OTTERVILLE, ONTARIO

GOLD MEDAL LINE

A Most Attractive Design, Commanding a Ready Sale

Distinctive in appearance, and upholstered with the usual thoroughness that characterizes all Gold Medal furniture.



No. 818 Chesterfield



No. 818 Chair

Write us for Tapestry Samples and price. You will be surprised at the very moderate cost.

Upholsterers' Supplies

We are headquarters for Imported English and French Tapestries. Our stock is large and varied, and priced at much BELOW present values. Samples mailed on request —PROMPT SERVICE.

The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE MONTREAL WINNIPEG

A QUICK SELLER — A BUSINESS GETTER

"Buster Brown"

The wagon that built up the express wagon trade in Canada.



"Buster Brown" Coaster Wagons will put some "pep" into your store. They attract the kiddies and through them the grown ups. "Buster Brown" Coaster Wagons are built to withstand rough usage. They are snappy in appearance and sell on sight. Real, sound merchandise for your Summer furniture department.

No. 2—THE STANDARD BIG SELLER

MANUFACTURED BY

The Woodstock Wagon & Mfg. Co., Ltd., Woodstock, Ont.

Special Representatives: Bissett & Webb, Winnipeg; D. Smith, Calgary; Fred. C. Myers, Vancouver; Louis Duhamel, 245 Stewart St., Ottawa.
Maritime Representative: A. W. Cope, St. Lamberts, Que,

Period Diningroom Furniture

The Beaver Line

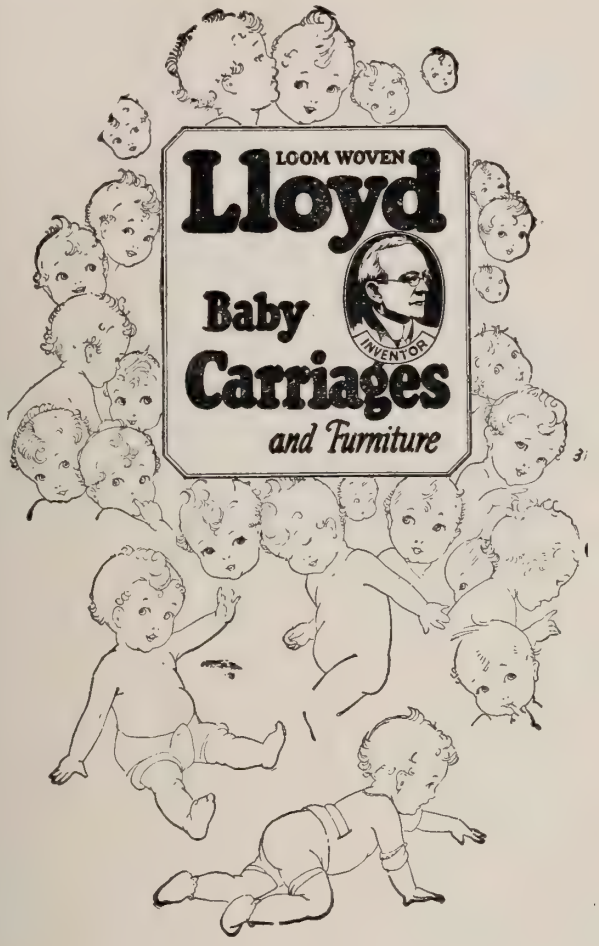
Solid Walnut and Quarter-cut Oak Diningroom Suites made by The Beaver Furniture Company give real satisfaction and service to your customer. The pleasing designs and excellent finish give that charm that is so necessary in furniture of to-day.

In brief, it is a quality line that makes steady sales to a class of customers who appreciate good furniture, and whose trade is well worth winning.

WRITE US FOR PRICES.

The Beaver Furniture Company, Limited

Kitchener -:- Ontario



LLOYD'S MARCH SHIPMENTS ARE LARGEST KNOWN

More Baby Carriages Shipped During March than in any Month in History of the Lloyd Company

THE REASONS

1—BETTER MERCHANDISE FOR LESS MONEY

2—GREAT NATIONAL ADVERTISING

3—LIVE WIRE DEALERS

During March of 1920 when all factories were humming to keep up with the mighty consumer demand, The Lloyd Company operated its factory far beyond normal. Such was the situation with most other factories, so nobody was surprised.

BUT—

During March of 1921 many factories were closed; thousands were ready to close; more thousands were operating on part time. The public was on a "buyers' strike" and business was stagnant. Right at the time when business was the dullest in years———

The Lloyd Company shipped more merchandise to dealers and dealers sold more to consumers than in any one month in the history of The Lloyd Manufacturing Company.

There are three reasons for such a remarkable condition———

FIRST—Lloyd merchandise is manufactured by methods and machinery invented and patented by Marshall Burns Lloyd. These patents cut labor costs of construction to the minimum, producing better merchandise for less cost.

SECOND—Lloyd "told the World" about these inventions. He gained dealer and consumer confidence until to-day they ask for "Lloyd's Baby Carriages" instead of just for "Baby Carriages." Advertising accomplished this, and a campaign is now being waged in 157 newspapers and nine magazines.

THIRD—Lloyd dealers are fighting for business. They use newspapers; street cars; display windows; sales floors; motion picture houses; baby letters and other means of advertising. They get their "ammunition" from the company. Then they fire it and get results.

THAT'S WHY LLOYD BROKE RECORDS IN MARCH AND IS STILL GAINING

THE LLOYD MFG. CO.

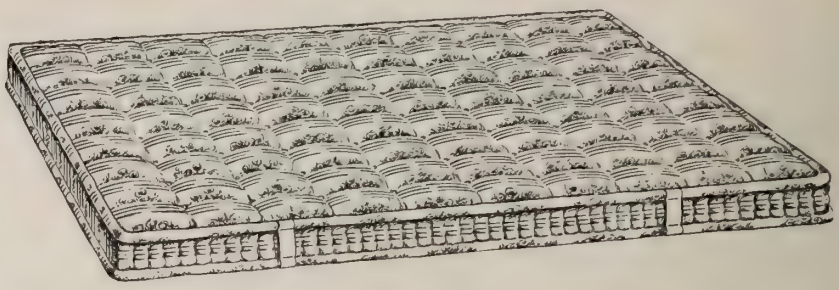
MENOMINEE MICHIGAN

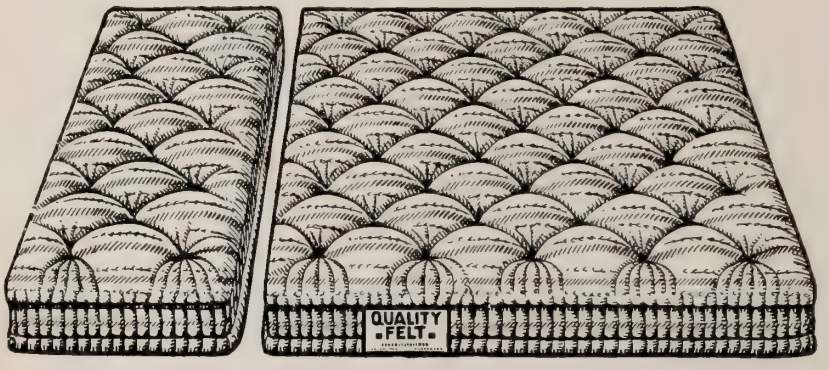
With Quality Mattresses Sales Are Merely a Matter of Display

The quality of these Mattresses is so outstanding, the coverings so attractive, and the fillings so resilient, that your customers quickly see their advantages and are easily persuaded to buy.

Royal Kapok

Weight, 25 lbs. Covered with good quality art ticking, French roll edge, 63 tufts each side. A line you can offer your best trade.





The Quality Felt is filled with the highest grade of cotton felt, and built in layers by our special process. Best coverings and workmanship.

Queen Imperial Kapok is covered with good art twill satin ticking, imperial roll edge, round corners, 63 tufts.

Price List on Request

Queen Kapok





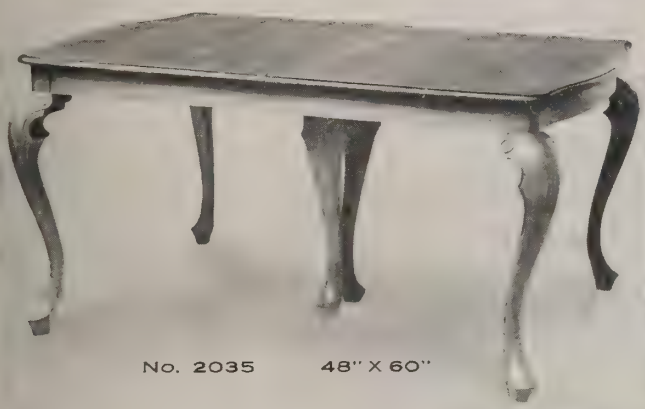
Lighto Kapok weighs 33 lbs. Imperial roll edge, 70 tufts each side. The only standard Kapok Mattress. Every Kapok mattress that bears our label is guaranteed to be filled with 100% pure Kapok.

QUALITY MATTRESS CO. - WATERLOO, ONT.

THE LIPPERT FURNITURE COMPANY, LIMITED

Period Diningroom Furniture

KITCHENER ONTARIO CANADA



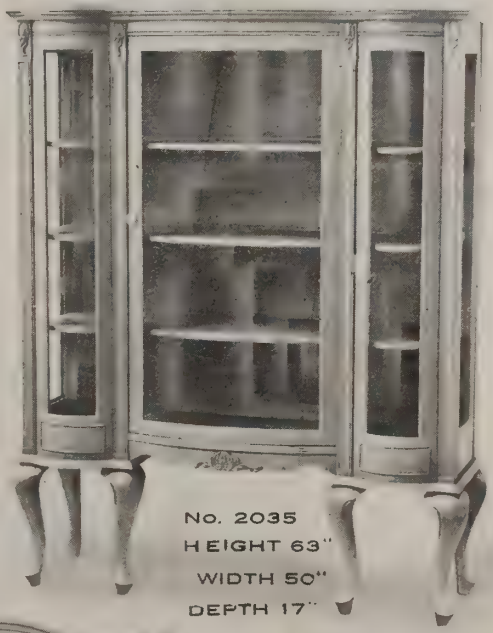
No. 2035 48" X 60"



No. 2036
HEIGHT 45½"
WIDTH 72" DEPTH 24



No. 2035



No. 2035
HEIGHT 63"
WIDTH 50"
DEPTH 17"



No. 2035 A



No. 2035
HEIGHT 49" WIDTH 72" DEPTH 24"



No. 2035
HEIGHT 39" WIDTH 42" DEPTH 18½"



No. 501
HEPPELWHITE
SUITE

Made in both solid walnut and solid mahogany, with burl maple overlays

ANTHES-BAETZ FURNITURE CO., LIMITED : KITCHENER, CAN.

A CELEBRATION SALE TO INAUGURATE FURNITURE DEPARTMENT

The Arcade Co., of Hamilton, celebrates opening of enlarged building and starting of department

By Our Travelling Correspondent

DURING the past month The Arcade, Limited, Hamilton's youngest department store, inaugurated a "25 Celebration Days" sale to commemorate the opening of the large addition to their business building, and to inaugurate, on a large scale, their splendid furniture department.

Known all round Hamilton and vicinity as "The Daylight Store," because of the flood of daylight which penetrates the whole interior of the building, the furniture is shown in clear daylight. Later on white shades will adorn the department's windows, so that the stock can be shown both in artificial and day light.

Young, but of Rapid Growth

A little history of The Arcade may not here be uninteresting. J. P. Whelan, at the head of the present company, bought out the old Alexandria Arcade, located on James Street North, in 1910. Dry goods were then the chief line. In 1911 the Arcade Company, as it is known to-day, commenced, and began to branch out, taking on various sidelines. In 1915 a theatre next door was taken over for enlargement, and next year the remodelled Arcade store was in full swing, business going on as usual during the whole alteration period.

In 1918 the corner property on Merrick street was purchased and in January, 1920, more building operations commenced, the business going on uninterrupted meanwhile. The completed building is now fully occupied, though very soon the older part of the store will have to be added to by putting on two more storeys to even it with the new section, thus making it, with the basement sales floor, a seven-storey building.



The completed store of The Arcade, Limited, at Hamilton

With the enlargement of the building the business also has increased. A $1,000,000 company has been formed to continue the old policy.

Sales Increased Fivefold

"The sales of the company last year were over five times the amount taken in during our first year in the old Arcade," said one of the officials of the company, "and our sales this year promise to be over seven times the amount done in 1917. This means that we will do this year five and one-half times the business of eight and one-half years ago."

Always has the Arcade business been unique in the history of Hamilton's commercial enterprises. "Never has the rapidity of its growth been approached by any of its competitors," continued this officer, "and never has there been a mercantile business in Hamilton that has been as prominently identified with its people and the people of the surrounding country. It is owned by over one thousand Hamiltonians; it is operated by Hamiltonians for the benefit of Hamiltonians."

Policy of the Arcade

The Arcade company protects its reputation for the reliability of its goods. A guarantee of satisfaction with every transaction is its policy. It has its own buying connections in Europe, and this year is establishing a buying office in London to get stocks for its Hamilton, Brantford and Dunnville stores; for be it remembered that while it has had its Dunnville branch for several years, last year it amalgamated the big Crompton business with itself.

The completed Arcade building now occupies almost a whole city block, in the very heart of the retail section. It has a frontage of 180 feet on James Street and a depth of 140 on Merrick. Back of the building is the civic market, one of the greatest farmers' markets in Canada. Two of the big windows on the market side are always filled with house furnishings. One week it may be washing machines; another, vacuum cleaners, or possibly aluminum ware; but always the display is confined to some important household utility that will save the housewife's work.

Splendid Commercial Building

The building is constructed of cement, faced with white glazed terra cotta, making it stand out prominently among the buildings of the city. The windows are large and run practically from sidewalk to roof. Much is made of the window displays.

Two of the James Street windows are given exclusively for furniture display purposes, and much is made of the various trims by Mr. Abbott who is in charge of the furniture department.

When the new store addition was opened this spring a complete new stock of furniture was placed on display to inaugurate this new department, and Mr. Fred Abbott, who for the past ten years had been in charge of The Right House's furniture department, was given control of the new Arcade furniture store.

In his new post Mr. Abbott has already done wonders. The whole fourth floor is given over to furniture displays. A main aisle separates dining from bedroom stock, each suite being grouped to set off its lines in "homey" sur-

roundings, thus enhancing the beauty of the furniture and making it easier to select what's wanted.

In one corner, opposite the main elevator entrance, is set out children's furniture, which Mr. Abbott intends displaying the whole year round. Here, too, are the stocks of baby carriages. In the opposite corner is the upholstered stock. Much of this is in period stuff and makes a very pretty showing.

Another section is devoted to beds and mattresses. Samples of all mattresses in stock are displayed, shown on beds made up, so that customers may have a correct idea of what they are purchasing.

Still other sections are devoted to wicker, reed and seagrass furniture (a special seasonable furniture department will be a feature of this store), library tables and hall furniture, and at the far end are the electrical department and that devoted to household labor-saving devices—washing and ironing machines, vacuum sweepers and cleaners, etc.

The electrical department, with its lighting fixtures and its smaller household utilities, like irons, toasters, grills, etc., is under the management of Mr. Farr, and is one of the finest electrical departments in Ontario.

A gramophone corner and a hospital room—a new feature—are also located on this floor.

Nine elevators in all carry passengers from floor to floor. These are in charge of young ladies.

On the floor above the furniture department are wall papers, paints and kitchen furnishings, tinware, etc., and on the floor below furniture are curtains, carpets, rugs, etc.

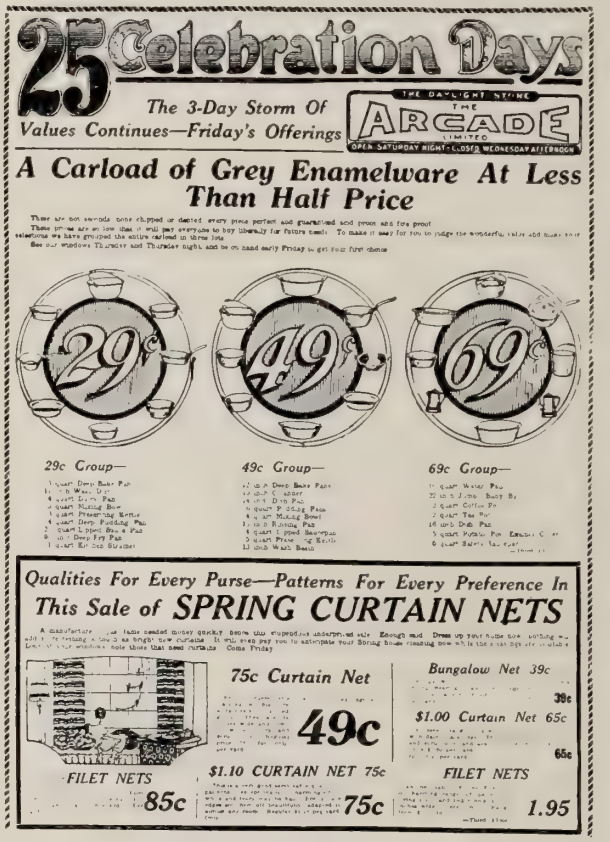
Furniture deliveries are made daily to all sections of Hamilton, including Crown Point, Mountain Top, Dundas and West Hamilton. The store is open on Saturday evenings, though not any other week evening, and in lieu of Saturday early closing the Arcade closes at noon every Wednesday and all of the day during summertime.

A lunchroom is located on the top floor. This is well patronized during the noon hours. Attached also is a novel addition in the shape of a ballroom, called the "Rose Room," for employees' functions. One held recently brought together several hundred employees from the Hamilton, Brantford and Dunnville stores.

This floor, with direct elevator connection with the street, may be entirely shut off from the rest of the building and so rented for public or private social affairs any evening. Besides the ballroom and supper room are retiring rooms for ladies and a smoking room for gentlemen.

A rest room for employees is also a feature of this store, besides many other added departments.

The two main floors are given over to dry goods, clothing, millinery and kindred departments; and the basement or "Economy Department," has a groceteria, meat shop, bargain counters, stoves and hardware.



One of the examples of daily advertisements, giving special inducements in the home furnishings department.

Under the presidency of J. P. Whelan much of the detail of the store's business is worked out by Messrs. Kennedy and Markle. The Arcade store's advertising is noted. Geo. Yeager looks after that. The various department chiefs and their helpers are loyal to the house, so it is not surprising that this million dollar store has been growing and extending.

There is one thing more which shows the stuff of which the founder of the business is made, and it will not hurt retelling. On being told how proud Mr. Whelan should be of the store's progress that gentleman said:

"We are not proud. Sometimes we are told that we should be proud of our attainments because other stores boast when they have not attained progress as great in from twenty-five to fifty years. We are not proud of our accomplishment. The growth of the Arcade is a tribute to the citizens of Hamilton, including our numerous patrons, many shareholders and efficient and loyal staffs."

WHAT IS CURRENT IN FURNITURE LINES

PREVAILING ITALIAN LINES

THE foresight of the Italian designers seems to have been keenest during the 16th century, for of all the furniture produced by that nation, the periods of the 16th century are the most adaptable to adorn the Canadian home to-day. The Italian cabinet, which is a welcome addition in many homes in this country can be used not only in its own function, but may serve also as a writing desk, or a combination writing desk and bookcase.

MIRRORS IN VOGUE

THERE are a great many sales possibilities for the mirror. The progressive furniture dealer has realized this, and is showing a variety of designs in his regular stock. The mirror, aside from its utility, has a certain decorative value on the wall of a home, which cannot be easily substituted by a picture. The frames range in various designs and sizes, and give a beautiful setting to the glass. The mirror may be used in most any room whether it be the boudoir, dining or living room.

CONCENTRATING ON SINGLE ROOM SALES

Burroughes Furniture Co., attract attention to special room sales—Live methods of other dealers

THIS is a year of special sales. We have "Baby Week," "Children's Week," "Dollar Day," "Mother's Day," and many others. All of these could be made of value and use to furniture dealers as well as the other merchants who have adopted them for their sales value; for have not furniture dealers baby carriages, children's furniture, special "dollar-down" furniture items and rockers and chairs for "mother"?

Rather a new phase to this special sales idea has been worked out by the Burroughes Furniture Co., Toronto, in their special "room" sales, which they have been conducting during the past several weeks.

One week was devoted to dining-room furniture; another to living-room lines, and still another to the bedroom. Future weeks can, of course, take care of the kitchen, the verandah, the summer cottage, the lawn, and so on.

During the past month the Burroughes Furniture Co., Toronto, have been conducting from week to week special "room" sales. Here is the window display featuring their livingroom furniture.



Of the results of the dining-room and bedroom week the company express themselves as well satisfied with the sales. In addition to making general furniture sales the concentration of their advertising, their windows and their interior displays to the pushing of furniture for particular rooms, brought hundreds of people into the store who otherwise might not have been attracted, or who would, in any case, have delayed making purchases in the Burroughes or any other store.

COMMUNITY ADVERTISING BY RETAIL MERCHANTS.

THE business men of Ross Street, St. Thomas, are exponents of co-operative effort, and they are booming their section by series of co-operative advertisements in the daily press of their city. Some thirty enterprising retail merchants along the street have contracted for a semi-weekly page in the newspaper, and there specialties are featured, attracting many customers from different parts of the city.

The centre of the ad. space is given over to a co-operative editorial or news specially prepared by the Ross Street Retail Merchants' Association, the opening advertisements carrying interesting little stories of the origin of the street and its business growth.

The merchants report most gratifying results from their co-operative advertising, and declare that they will soon become a serious rival to the Talbot Street business section.

HURRYING ON KITCHEN CABINET SALES

THE Home Outfitting Co. Ltd., of Hamilton, Ont., last month conducted a kitchen cabinet campaign.

With the slogan "Lighten the burden of housework" the company advertised the formation of a "kitchen cabinet club" limited to a hundred members. To the first hundred joining the club and paying a dollar down a cabinet was delivered to the home together with twenty articles of groceries. A splendid series of window displays was run during the ten days of the sale.

DEALER DEMONSTRATES WASHERS IN HOMES.

T. A. BISHOP, a Toronto electrical dealer, sold 33 electric washing machines in three months. This should stimulate furniture dealers to go after some similar business. Mr. Bishop's plan of campaign is that he does plenty of advertising, makes demonstrations in his window and in prospects' homes, and devotes practically all his efforts to merchandising. Here is a suggestion for furniture dealers.

A Cleveland, Ohio, furniture firm are advertising not only new furniture, but as well "new homes, completely furnished, for sale."

STUNTS THAT INCREASED SALES AND SAVED MONEY

Contest that increased sales—Economizing on cleaning store—Specializing on juvenile furniture

PUBLIC CONTEST INCREASES RUG SALES

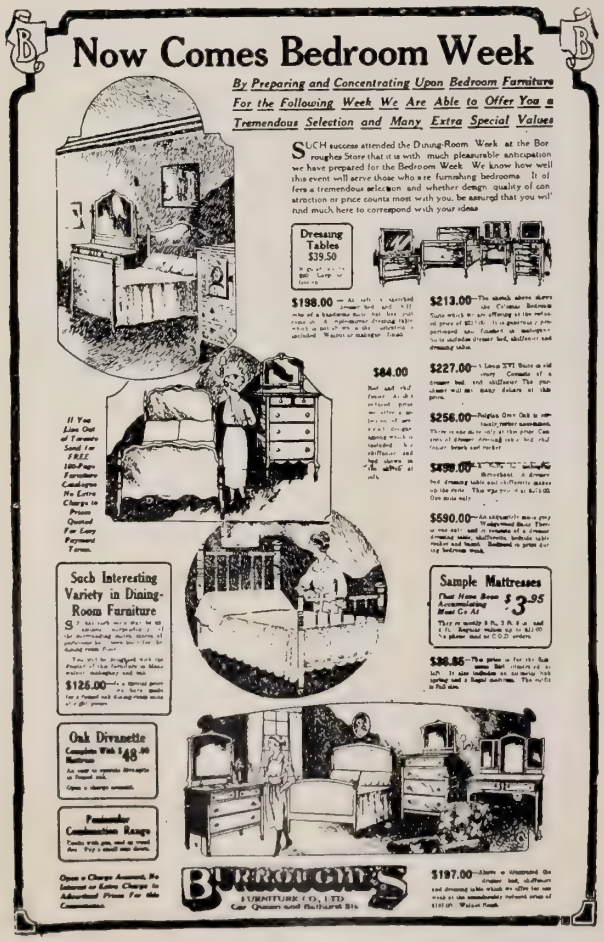
A FURNITURE dealer across the line to increase sales of rugs in his furniture department held a series of contests. One of these contests took the place of a combined advertising and window display. He placed a valuable Chinese rug in the window with this placard:

"WHAT IS THE PRICE OF THIS RUG?"

"To the person who guesses nearest to the correct price (retail) of the rug we are going to give absolutely free the handsome Bedroom Rug displayed in the same window. There are no strings to this proposition. You are not expected to buy anything in order to guess. We are merely taking this method of ascertaining how many people are interested in sterling merchandise of this kind. Full Information Gladly Given in Our Rug Department."

All who called at the department desk were given a small card on which they wrote their name, address, and their estimated price of the rug. The contest was open to anyone except employees of the store and children under sixteen. In order to guard against any possibility of being charged with fixing the price after reading the estimates the price was printed on a card, put in an envelope and attached to the rug, and this envelope opened in public on the closing date of the contest.

A big selling of rugs followed the close of the contest.



And this is one of the ads. the Burroughes Co. used in their "single room" sales campaign described on preceding page.

NEW WAYS TO ECONOMIZE

A FURNITURE company in Youngstown, Ohio, was spending $94 a month to keep its floors scrubbed, employing women to do this work. The manager one day figured the cost and bought an electric scrubbing machine, reducing this expense to $8 per month, a saving of $88.

Many furniture stores have reduced their office forces 66 2/3 per cent. by adopting bookkeeping machines. Others have eliminated all but one collector and adopted the mail system of collecting, and a few stores have rearranged their warehouse and delivery forces so that fewer men are required to do the same work, or the same men do a larger volume of work. Don't cut wages, if you can avoid it. Place each employee's volume on a higher basis so that the same employee must sell more goods to earn his present salary, and most of them will speed up.

SPECIALIZING IN JUVENILE FURNITURE

PAPIER mache soldiers painted in vivid colors and mounted on decorated pedestals guard the entrance to the juvenile furniture department of the Klingman Furniture Co.'s store at Grand Rapids, Mich.

The juvenile pieces are bought "in the white" and finished to correspond with nursery color scheme of the home into which they are sold.

SOME STARTLING TRADE SLOGANS

NEY and Commins, principals in the Empire Furniture Co. of Atlanta, Ga., advertise themselves as "the only team of harmonious brothers-in-law in the Solid South—not a cross word since 1913." "Our wives and hard work are the secrets of our success," is another trade slogan of this company.

GOLF GAME MAKES THE PEOPLE COME.

A CLEVELAND, Ohio, furniture store rents space in one of its upper stories for a golf school during the winter season, and the proprietor says it is one of his best publicity features. Many people who otherwise would not be attracted come to the store and find interest in new home furnishings.

SELL KITCHEN CABINETS TO BUILDERS.

A FURNITURE store across the line so impressed the Oliver Chilled Plow Co., which is erecting homes for its employees at South Bend, Ind., that the plow company have ordered, through the furniture store, 1,000 kitchen cabinets for the new homes, and 200 of them are already placed.

FURNITURE FIRMS PUSHING ELECTRICAL FIXTURES AND HOUSEHOLD UTILITIES

Toronto and Hamilton dealers keen on special stunts—The Burroughs Company lighting outfits

SELLING whole lighting outfits for the home instead of individual lights or fixtures is the policy which The Burroughes Furniture Co., Toronto, have adopted.

This does not mean that the firm despises the purchasing of single fixtures, but when selling complete home furnishings, or even single room furniture outfits, they find it just as easy to suggest complete lighting fixtures for the home as to try to sell only a single fixture.

Their newspaper publicity makes this prominent, and the Burroughes seven-room lighting fixture outfits have more than a local reputation.

HAMILTON FURNITURE HOUSE HAS BIG ELECTRICAL DEPARTMENT

One of the largest as well as one of most attractive and best electrical departments in Ontario, whether in or out of a furniture store, is that recently inaugurated in the Hamilton store of The Arcade Co.'s furniture department.

Under the charge of Mr. Farr, an experienced electrician, and a man who had one of the largest electrical businesses in Hamilton for the past ten years before being prevailed on to take charge of The Arcade department, a magnificent showing of electrical goods is made in conjunction with the furniture department.

Not only are the lighting fixtures arranged tastefully, even beautifully, but there is a complete display of the smaller electrical household utilities like irons, toasters, percolators, toilet needs, etc.; all of them ready at all times for demonstration purposes.

And in addition a very full showing is made of electrical kitchen helps and housecleaning machines. Practically every known make of electrical washing machines, wringers, ironers, vacuum cleaners, etc., is shown, and all ready for demonstration. In fact, one or other of these machines is always working, so that there is motion in some part of the department at all times.

The staff's work is so arranged that while Mr. Farr and some of his help are outside demonstrating, his chief assistant is in the store with the rest of the sales staff attending to customers or prospects.

Most of the larger household utilities are not sold by the purchaser entering the store and buying the article direct, but they come in after reading the firm's advertisement on being told of the machine by a friend, and wish to see and inspect. In these cases, and they figure in the majority of sales, a demonstration follows in the person's home before a sale is made, but after Mr. Farr proves his argument in the demonstration the sale follows in the vast majority of cases.

POSITIVE SALES SUCCESS.

There are three fundamentals of salesmanship, the application of which will undoubtedly insure success beyond expectations.

1. Knowledge of the product.
2. Simple or natural presentation.
3. Action.

We naturally assume a man would not consider promoting a product of which he knew very little. One great difficulty for the average salesman to overcome is that of presentation.

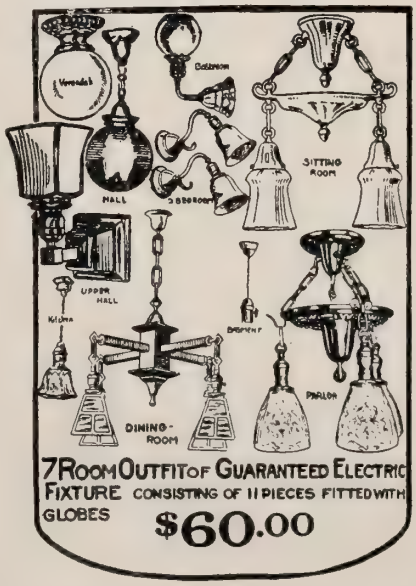
Our most interesting personalities and really big men are those most easily to approach: most courteous in manner; and most simple in speech, dress and habits. The lesons learned by years of experience bring back to simplicity.

The novice in any line is complex in thought and blundering in action. He surrounds most ordinary efforts with mystery and uses unnatural methods to accomplish an objective.

The problem is to approach, talk and act as one would under the most ordinary circumstances.

Many salesmen have perfected to a marked degree the first two qualifications, but they do not stick. They are too easily discouraged. They are to-morrow birds. Action is the thing—continuous, concentrated, planned action—no let up. How can a salesman fail with these attributes?

Buy a piece of furniture—and buy it now.



The price quoted on this light outfit includes putting up in Toronto or outskirts, but not city inspection fee. A small deposit will hold the fixtures until you are ready for them. Open a charge account

BURROUGHES
FURNITURE CO., LTD.
Cor. Queen and Bathurst Sts.

Quite a lot of publicity is given by the Burroughes Furniture Co. to their electrical fixtures department. This is one example.

SPRING BUSINESS IN VACUUM CLEANERS

Use of windows advantageous—dealers should understand thoroughly the machine they are selling

By C. H. Brooks

THE furniture store is now recognized in every community as a logical place to look for vacuum cleaners and the dealer who gets his cleaner display in his window early is the dealer who is going to get the largest amount of business.

A Toronto dealer who put in a window display in February last year states that in August he had people call him up inquiring about the cleaners, stating that they saw his window display and that was the reason they called.

Know Your Machine Thoroughly

It is very important that dealers and their clerks understand thoroughly the machine or machines they are selling. A sale is very often lost by their not being able to fully explain to their customers the many important features about the cleaners.

They should know positively where the cleaners they are handling are made and also where their competitor's machines are made. They should know where the motors are made, the speed and fractional horse power of same, also the temperature of the motor under normal load, the air displacement of the machine, the amount of current they consume, the size of the fan and the construction of same.

Manufacturer Glad to Give the Information

These facts can be got from the manufacturers or their salesmen and the dealers who will write to the manufacturers for information of this sort are always considered their best dealers and are usually granted special favors which they would not get otherwise as they know they are interested in promoting the sale of their goods.

It is very often of great assistance to the dealer to have two or three different sizes and different prices of machines, for many a woman will buy a $45.00 cleaner when she cannot afford to buy an $85.00 one; and many a woman will buy an $85.00 one when she would not consider a $45.00 one. In this way he has an opportunity of selling to every prospect.



Vacuum cleaner display made by Brantford dealer recently.

Make a Window Demonstration

Where dealers can put a demonstration in their windows at certain hours they can assist their sales greatly. It is a well known fact that to attract attention you must have action, and people will see vacuum cleaners standing around in a store for months and pay no attention to them whatever, but if some one is demonstrating them they will stop and get interested the first time they see them.

Know the Kind of Machine Your Customer Wants

Every home in which a cleaner is not now installed may be considered a prospective customer for one. The dealer should consider the size and kind of houses and be able to estimate which type of machine to attempt to sell. A powerful electric vacuum cleaner would be manifestly out of place in a three-room apartment. Neither should the owner of a large and expensively furnished house be content with a small machine.

For the best results it is essential that the right type of machine be purchased, and it is up to the furniture dealer to lead the way. A thorough knowledge of the requirements of his customers' houses will enable him to recommend the type of cleaner which will give the most satisfactory service at the price which the customer is able to pay.

There are three main types of cleaners on the market, the installed plant, the portable type of vacuum cleaner, and the suction sweeper. The two latter types are those in general household use.

It is impossible to state which class is the best as that depends entirely on the house and the work for which it is intended.

The stationary vacuum plant is being installed in nearly all hotels, theatres, and office buildings of modern construction. In the future it will find a place in many homes. In every town there are at least a few houses which could be equipped to advantage, with a stationary plant.

There are numerous variations in models and designs of cleaners in each of the above classifications. The higher priced machines are equipped with certain added niceties and conveniences. Different nozzles may be attached which are designed especially for upholstery, hardwood floors, corners or radiators and other places hard to reach.

Send Your Prospects a Letter

Check over your mailing list. See that it is up-to-date. If new residents have moved into your neighborhood, be sure that their names are added to your list.

Mail a carefully prepared letter, something similar

(Continued on page 50)

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

Subscription Rate $1.50 per year in Canada, Great Britain and British Colonies; $2.00 to the United States,

VOL. 12. TORONTO, MAY, 1921 No. 5.

PRINTERS TO STRIKE on JUNE 1

IT is expected that union printers in the book, journal and job printing offices of Toronto will go on strike on June 1.

The International Typographical Union have notified the employers that the reduction of hours of labor from 48 to 44 a week is not open to negotiation or discussion, but that after the question of hours is settled they are willing to arbitrate regarding the increase in wages asked.

The employing printers of Toronto, as has been the case in most cities on the North American continent, have refused to grant the reduction in hours asked for.

The Commercial Press, Limited, has always enjoyed the friendliest relations with its workmen. We would be glad indeed to pay them $44 a week for 44 hours' work—if we could do so and live.

We, however, have found a general determination on the part of buyers of printing and advertising to refuse to pay more this year than last. We have lost considerable business on this score even on the present basis of costs.

These buyers take the ground that the cost of living is coming down surely and steadily; that it is in the interest of all classes in the community that costs come down in all lines, so that business may become stabilized.

Reduction in wages has occurred in most trades and the general verdict is that printers—neither employees nor employers—are entitled to look upon themselves as exceptions to the general rule.

If we were to grant a reduction of four hours in the week we would have to charge customers:

10% more for labor.
10% more for rent.
10% more for other fixed charges.

To attempt this in the present state of mind of buyers would be to invite our own ruin.

We expect, therefore, that our printers will go on strike on June 1.

We must express to our advertisers and subscribers regret if any interruption may occur in the service we are rendering. It's a fight we would avoid if we could.

SELLING MORE AND BETTER FURNITURE THROUGH WINDOW DISPLAYS

Kellam & Ostrander, Tillsonburg dealers, make much of their window displays to attract custom

A FAMOUS merchant once said that of all forms of publicity used by his store the show window was the most important. He based his statement on the fact that the window gets in its work when the customer is on the spot, ready and able to purchase, with least inertia to be overcome.

Following out this precept, Kellam & Ostrander, of Tillsonburg, Ont., have of late gone in very strongly for good window displays, and the two illustrations published herewith will bear proof that they have succeeded very well.

Both the displays were made in the same window, the bedroom display previous to the dining-room trim.

The dining-room represents a wedding breakfast trim, as may readily be guessed by the onlooker; but to emphasize the fact a real live bride appeared in the window every afternoon at 3.30 and every evening at 8.30.

The life interest added greatly to the attraction. While Tillsonburg is not a big town, it has some big merchants, and the displays which Kellam & Ostrander put on attracted the townspeople and the farming community for miles around.

Every day and every evening there were interested people in front of the windows, and the kindly invitation extended through the windows brought the people as customers into the store.

SUGGESTIONS FOR EFFECTIVE WINDOW DISPLAY.

Make your display fit the season.

Get ideas from merchants in other lines of business.

Plan your displays ahead—days and even weeks ahead.

Get all material ready for the new arrangement before the old display is taken out.

Keep a "window notebook." Jot down in it ideas you see.

To express coolness in a window use grey, light green or light blue for the color scheme.

To show warmth use reds, yellows, oranges — warm colors.

Have the backing of your window high enough to shut off view of the store interior.

Use a dark color in the background when displaying light-colored goods, and vice versa. Get contrast.

Keep your windows clean. Have them washed frequently. If your own employees haven't the time, get outside help. It will pay.

Don't crowd your window.

Avoid the other extreme. Too little in a big window will cause the merchandise to be "lost."

Card holders are useful. They'll keep price cards from falling over on their faces.

Make your display attractive to the eye—and the purse—but don't make it so "pretty" the furniture is forgotten in admiration of the "trimmings."

Make your store front reflect you. It is the exterior which most people see. Impressions are made by exteriors.

Put the emphasis on the furniture, not on the decorations.

Use art only to create a desire to buy the furniture displayed.

Be sure your window lighting is the best available.

Dust out the window space frequently.

Never allow soiled or fly-specked cards to remain in the display window.

To help the eye to travel quickly from a card to the object displayed, connect the two with white tape or ribbon. An arrow will have the same effect.

Crepe paper, bunting and cheese cloth are inexpensive coverings and draperies.

SALES VALUE OF WINDOW DISPLAYS.

Show windows are very important, and must receive careful attention at the hands of the publicity man.

For general publicity, windows are especially valuable. The show windows of Marshall, Field & Co. at Chicago probably receive more general attention than any other single feature of that beautiful store. Lord & Taylor,



This bride's dining room display was made during the Easter season by Kellam & Ostrander, Tillsonburg, Ont. The bride appeared in the window twice a day. It was an excellent display, well conceived, and it brought business as well as attention to this progressive furniture store.

on Fifth Avenue, New York, are making striking use of their windows on that thoroughfare to create prestige.

The study of lighting, of color combinations and of backgrounds is worthy of the highest intelligence, and the display manager of large city stores is now one of its most important functionaries. It is his responsibility to present the desired picture through his windows, to supplement and emphasize the store's other publicity, and to pick his share of customers from the passing thousands by sheer skill and knowledge of his business.

The most advanced stores of to-day are charging a fixed rent for their show windows, this being paid by the department occupying the window each day. The total amount of these window rentals is deducted from store rental and charged to publicity, very properly, as the publicity value of the location is one of the main reasons for locating a store in a high rental district.

Some idea of the valuation placed upon windows is given by the fact that one New York store charges itself with a total window rental of about $140,000 annually. The departments in this store would be very glad if the number of windows available were twice as large, regardless of rent. Direct sales from show windows are numerous in this store, which changes all window showings at least twice a week, and sets a very high standard for admittance to its windows, the selection of merchandise to be shown being entirely in the control of the publicity department.

LIGHTING THE DISPLAY WINDOW.

Looking in store windows at night is such a popular pastime that window lighting has become a fine art, but one which very few dealers have been able to study. Therefore the following brief suggestions will be of some assistance to those who are struggling with the problem.

The main principle of proper display window lighting is to arrange the lights so that they shine on the furniture displayed, and not into the eyes of the passers-by. Lights exposed to view are bound to distract the eye from the object, and this fault should be carefully guarded against.

There is great monotony in window lighting, and it is a monotony of poor lighting arrangements. Windows are too often lighted by the bare strip lights on either side or by single or a group of exposed lights in the centre. Such arrangements either cause a glare that conceals as much as lights its merchandise or the exposed lights waste their brightness on side walls where no merchandise is displayed.

Windows are best lighted by a row of lights across the top, close to the ceiling and near the glass. To meet varied requirements there had best be two circuits of outlets spaced in 12-inch centres. A display of dark furniture requires more light than white or light-colored furniture, so that an arrangement which permits the dealer to vary the amount of light is an advantage.

The best reflector obtainable is the cheapest. Many dealers make the mistake of using steel reflectors with an aluminum inner surface. This type of reflector costs very little, but is the most expensive in operation. With the same size lamp a glass reflector with a silver reflecting surface will reflect twice the amount of light. Consequently by using the latter type of reflector half the number of lights are necessary, and a marked difference in cost of upkeep is the result.

Reflectors such as prismatic glass, that permit a large part of the light to be transmitted to the ceilings and walls where light is not needed, are too wasteful, and should not be used.

Window lighting equipment is not ornamental, and should not be visible. Lights should never be placed across the bottom of a window like footlights on a stage. When so placed they create a "flat" appearance not at all desirable.

MAY window displays should reflect a tendency toward a change in our habits and modes of living. We should leave the interior of the home for the outdoor atmosphere. This change in our mode of living will necessitate the purchase of household furniture and articles of personal pleasure, comfort and ability, and our displays should run along with this tendency by showing seasonable lines.

ITALIAN FURNITURE PATTERNS.

AYMAR EMBURY, an authority on arts and decorations, has this to say of the present tendency for Italian furniture-period lines:

"The fashion of the moment is for Italian furniture and objects in art. I wonder how many people who buy old Italian furniture know anything about the periods in Italian art or to how many of them it has occurred that just as there are periods in Colonial and periods in English work there are periods in Italian?

"Much of the Italian work is unquestionably very beautiful even of the ugly and degraded baroque, although Russell Sturgis, in his 'History of Architecture,' defines baroque as being 'in bad taste because excessive.'

"I believe that taste, to be really taste, must be catholic; one must be able to appreciate the good in every style and to condemn the bad. By this I do not mean that one should have no preference as to style, for no two individuals have the same likes or dislikes."

This bedroom display was made by Kellam & Ostrander, Tillsonburg, in the same window as trim on opposite page. It shows what furniture dealers can do even in small towns to awaken interest in their stores.



CREDIT *vs.* CASH IN FURNITURE BUSINESS?

Two Ontario furniture firms that have made successes, one building up on cutting out credits and adopting cash, the other on pushing a credit business—Prohibition and credit laws necessary

ONE big asset in the furniture business is confidence, and it has been by this policy that has made the business of H. Hilder & Co., of Welland, Ont., possible. For the past ten years this company has conducted a large and successful credit furniture business, never deviating from carrying only reliable grades of merchandise and selling at a fair profit. From the beginning the business prospered and made it necessary to move twice into larger quarters. The present quarters at the corner of West and North Main Streets is 45 feet x 70 feet, and has a basement and three floors. The start was small, but the finish is large, a business built up through a policy of good faith.

To the building is attached a shipping room with electric freight elevator to carry stock to every floor. Mr. Hilder stated that the laboring man is just as essential to his business as the professional man. For this reason he carries stock that will meet the requirements of every pocketbook, as well as extending to all the same liberal credit.

There is also something else—something which, perhaps, some merchants overlook—courtesy to the little folk who enter his store. Mr. Hilder sees them all and treats them all alike. That is why his store will stand a monument to the principle of fair dealing. This retailer is a man who realizes the great importance of a quick turnover. He purchases only those lines which he knows are fast-selling. There is no waste stock in his store, and there is no chance for a customer to walk into his store and then walk out to buy the article elsewhere.

Mr. Hilder always puts his sale efforts to the best possible advantage—"If you buy carefully the goods you desire, it is much easier to sell them at a reasonable price."

The store has a large display of household furniture, every article being attractively arranged and placed so that his customers may examine them carefully, or handle before purchasing. He reasons that in looking over the long aisles of merchandise the customer will no doubt come across something else he wishes to purchase, and instead of coming out of the store with a $50 purchase as previously intended, he will come out with a $75 purchase, or perhaps more.

CASH OUSTS CREDIT BUSINESS

Keene Bros., furniture dealers of London, Ont., are strong believers in cash business as against credits. As Mr. Arthur Keene expresses it: "The credit business has always been costly and dangerous, and it is now worse than ever.

"If there was prohibition of credit, in all lines of business," he says, "it would prove as good for the country as the wiping out of the liquor traffic. Because the good customers have to pay for the bad ones, and on an average it is found that the credit system adds 10 per cent. to the cost of running any kind of retail store. In the interests of the people there should be a law forbidding it.

"Avoiding the giving of credit becomes easier, however, as you acquire a reputation for cash only. And though you undoubtedly lose some custom you make gains by people realizing that the merchant who gets his money right off the bat is able to do better in a deal than the one who has to wait for months for the cash."

USE SCIENCE IN YOUR BUSINESS

Do you know what scientific management means as applied to the financial end of your business, or are you going along in the old ox-cart ways of a century ago?

Don't be satisfied that everything at this end of your business is O.K. unless you know what you are talking about and have consulted some one who knows more about it than you do.



Two new dining tables (one a twin pedestal) from the Twentieth Century line, made by The Chesley Furniture Company, Limited

SAVE YOUR MONEY IF YOU WANT TO START FOR YOURSELF

Some specific instances of men who have started in business with very small capital and built up large establishments—Messenger boy to big merchant—School teacher to manufacturer.

By W. L. Edmonds*

A LITTLE group of business men, while smoking their after-luncheon cigar in one of Toronto's leading clubs the other day, fell into discussion of the opportunities Canada afforded to-day for engaging in business on their own account of young men of moderate means. All these men had lengthy experiences in business and a couple of them made fortunes and were living in retirement. The concensus of opinion was that as far as opportunity was concerned no country in the world was more inviting than Canada. But on the other hand they all agreed that many a young man missed opportunities for getting into business for himself because when the chance presented itself he was unable to grasp it for want of capital.

"Do you know", remarked one of the group. "It is a mistake for any young fellow to think that he can't get into business for himself unless he has a large amount of capital at his command. The young fellow with but a few hundred dollars often has his chance. But the trouble to-day is that altogether too many young men, attracted by the pleasures with which they are surrounded, fail to save the necessary few hundred dollars. In fact a great many of them haven't even a dollar in the bank. Furthermore, those who fail to save their dollars are usually those who fail to utilize their spare time in improving the quality of their mind. They neither read nor think."

And this remark, which was unanimously concurred in by others in the group, led to the recital of specific instances of successful Toronto business men, who, when making their initial venture, had but a few hundred dollars in their possession.

Started With $400

About ten years ago a young man in the employ of a small firm was approached by his employer.

"Say, Bill," remarked the latter, "Have you any money?"

Now Bill was one of those "happy-go-lucky" fellows who, while he made a host of friends, had never taken any steps towards the creation of a bank account. On this particular occasion he had three dollars in his pocket, and so informed his employer.



Interior of the newly reconstructed furniture store of T. Little & Son, at Galt, Ont. Both Mr. Little and his son are in the picture, along with chief clerk, traveller and a customer.

"That's no use," explained the latter. Then turning to another employee, he asked, "Have you any money, Charley?"

"Well, sir, I've got a little, but it's only four hundred dollars."

"That's not so bad,' remarked his employer, and then he added: "How would you like to put it into business. If you will I'll give you a third interest. The situation is this: I have secured a contract which is a little larger than I can readily finance, and that four hundred dollars would put me on easy street."

The next day Charley became a partner. To-day he is one of Yonge street's successful business men, while Bill is—at any rate was a few weeks ago—numbered

*Mr. Edmonds' experience of over twenty-five years as editor of business papers and his more recent experience as financial editor of The Globe, Toronto, gives him exceptional authority as a writer on business topics.

among Toronto's unemployed. And yet, but for his lack of thrift, he might have to-day been filling Charley's shoes.

Message Boy to Big Merchant.

A little over half a century ago a sixteen-year-old boy obtained a job as a message boy in a King street store which stood on part of the site now occupied by the King Edward hotel. He was honest, industrious, and from his scanty earnings made it a habit from the start to save a portion each week. In time he became a salesman in the store, and when about nineteen he was sent to Bowmanville to manage a retail business his employer had purchased there. He was so successful that when his employer purchased a still larger business in Oshawa he was sent there as manager. Again he made good. Shortly after this his employer decided to open another store in Toronto. It was located on King street near the market, and this particular young man was brought from Oshawa to manage it. By-and-by he was given the opportunity of taking over the business on his own account. He hadn't much money, for salaries in those days were small. But he had managed to save nearly a thousand dollars. As his old employer informed him that he would accept notes spread over a three-year period without any immediate cash payment, and would stand behind him in case the young man made the venture.

As time went on and the business grew, the young merchant conceived the idea that he would like to buy a portion of his stock in England, believing that he could thereby increase his profits. But the trouble was he had no credit in England. He discussed the matter with his old employer, and the latter opened up the way by allowing the goods he purchased in England to be consigned in his (the former employer's) name, the latter to pay a commission of 5 to 10 per cent, according to the nature of the goods.

This arrangement did not, however, last long. For after a few trips to England he was made independent of his old employer, exporting merchants there, attracted by his business acumen, his integrity and enterprise, volunteered to furnish the necessary credit. That young man ultimately became one of the largest drygoods merchants in Toronto.

"Now," remarked the man in the group who recited the circumstances, "it is possible he would not have attained the success he did had he not obtained the assistance of his generous employer. But, on the other hand, he would not have been able to take advantage of his employer's offer to start in business for himself had he not by thrift saved that thousand dollars. The young man who is honest, capable, industrious and thrifty will ultimately catch the eye of someone."



No. 32. Willow table suitable for sunroom, verandah or outdoors. Made by The Brantford Willow Works, Brantford, Ont.

School Teacher to Manufacturer.

Some forty years ago there was a bright, ambitious young fellow teaching school in a village north of Toronto at a salary of $300 a year. Being of a thrifty turn of mind, and ambitious to qualify for a higher grade of teaching, he saved one-third of this amount. With the $100 thus saved he financed himself in Toronto until he had qualified for the desired higher grade, as a result of which he secured a school which paid him $400 a year.

Finally becoming discouraged over the inducements offered by the teaching profession, he threw up his position and came to Toronto bent on embarking upon a commercial career. He was at that time twenty-four years of age, but nothing daunted he accepted a job as man of all work in a well-known retail store which did a miscellaneous business, tinware, lamps and hardware being the principal lines handled. Among his duties were sweeping the store and running messages. Although rather humiliating work for an educated young man of 24 he applied himself zealously to his work, and systematically set aside from his weekly wage every possible cent, and in the meantime keeping his eyes open for a more attractive position.

One day, while engaged in sweeping, he overheard one of his employers inform his partner that he had decided to discharge the bookkeeper on account of the frequency with which he went on a drunken spree.

"Mr. P——," remarked young E——(E is the first letter in his name) to the senior partner of the firm, "I don't want to push another man out of his job, but I would like to take charge of the books until the bookkeeper returns."

"Well, the bookkeeper won't return, because we have decided to discharge him. But you may take charge of the books, and if you make good we'll give you an increase of four dollars a week." Young E—— took charge of the books, made good, and got his promised advance within a week.

A year or two later the head of a certain stationery and paper house, becoming in some way apprised of E——'s merits as a bookkeeper, offered him, at a considerable advance in salary, a corresponding position. This he accepted.

Shortly afterwards he rather regretted that he had accepted, for the firm, through bad management, was forced into bankruptcy. The failure of the firm proved to be the turning point in E——'s career. And it came about in this way. One day, when going over the books with the principal creditor, a large paper manufacturer, the latter, after commenting on the excellent way in which the books were kept, turned to him:

"Mr. E——, have you any capital?"

Wondering why such a question should be put to him, he replied: "I have saved fifteen hundred dollars."

"Well, how would you like to join my brother in taking over this business?"

The offer was accepted, the partnership formed, and the business is still in existence with Mr. E—— at its head. The only difference being that it is now one of the largest concerns of the kind in the Dominion.

THE BETTER FURNISHED CANADIAN HOMES AIDS BETTER AMERICAN HOMES CRY

Campaign inaugurated in Canada last year has given impetus to campaign in the United States

LAST fall we in Canada inaugurated a "Better Furnished Homes" campaign. This campaign did good work, and should be continued.

Across the border the idea caught just about as well as here, and now a national promotion campaign has been organized upon a comprehensive plan to sell both the furniture and the home to the people, and to establish in a positive way the relation of better furniture to better home-making. This campaign has been launched by the furniture industry of the United States, represented by "The Furniture Publicity Bureau."

The movement, which marks the most notable development of recent years in the affairs of the trade at large, contemplates an energetic three-year campaign, underwritten by both retail and manufacturing interests, in which two cents for each of the 21,000,000 families of the nation will be spent each year.

These funds, subscribed through a system of voluntary contribution, will be expended under the direction of The Furniture Publicity Bureau, a joint executive committee, the members of which have been appointed by the Retail Furniture Association of the United States and the National Council of Furniture Manufacturers.

The slogan adopted by the U.S. furniture men is: "Better American Homes," and the argument of the campaign, as expressed by an official of the bureau, is that "for years the furniture industry has drilled along with a lot of internal competition that lost sight of the real competition outside. Which means keeping money away from the retailers.

"The consumers' dollars pay everybody—and furniture changes into consumers' dollars in our stores.

"For the first time in history the furniture retailers have a chance to get the united industry back of them in a big, national way—pushing furniture to the twenty-one million families of the nation.

"The automobile industry spends close to twenty-six cents per family per year to keep the public 'coming'—they started modestly, and we all know it has paid. Against these millions the furniture industry plans to start a three-year campaign at the rate of two cents per family per year.

"And here is our chance to pull our industry together as a united fighting force for more business. Only we have this great advantage—a modest contribution from each of us to the Publicity Campaign of the industry, will be figured as an item of cost against only the furniture part of our business. It is our opportunity to multiply the power and advantage to us of this whole undertaking by joining forces with the manufacturers, share and share alike.

"We've heard the furniture industry referred to as 'a bunch of pikers,' but that is going to be wiped out. The co-operative spirit which we expect among all furniture men—manufacturers, wholesalers and retailers—will help put furniture in its proper place, and mean much for happiness in the American home."

WHAT Home Furnishings Bureau are trying to do—Make better furnished Canadian homes—Living room of a ground floor suite in the Drummond Apartments, Montreal.



U. S. FURNITURE MEN TO SPEND $1,000,000

AT a meeting of representative furniture manufacturers and furniture dealers held in Chicago, April 12, there was consummated what President John L. Young, of the Retail Furniture Dealers' Association of the United States, calls the "greatest day in the history of the furniture business."

After an all-day session of the manufacturers and retailers it was decided to authorize the expenditure of a million dollars to advertise furniture on the plan of reselling the American public on the home. The plans for raising the permanent fund will be formulated and perfected in the near future. This plan will be along the line of assessing manufacturers on the output of their plants and retailers on the amount of their gross sales.

To carry on the project, an advisory committee of 150 manufacturers and retail furniture men was chosen, and this committee will later on select six of its number to act as the direct working committee and supervise the plan under which the vast sum is to be spent.

BETTER FURNISHED HOMES CAMPAIGN THIS FALL

AN organization meeting of the Home Furnishings Bureau, recently incorporated under Ontario charter, was held in the offices of the Bureau at Toronto on April 28, at which all the provisional directors were present.

The meeting elected the following officers to act in the management of the Bureau: W. J. Anderson, Stratford, president; J. H. Baetz, Kitchener, secretary, and the following directors—D. E. MacIntyre, Owen Sound; G. W. Gibbard, Napanee; J. H. Kennedy, Kitchener; A. H. Smyth, Strathroy, and H. M. Snyder, Waterloo.

At the meeting it was decided to go ahead and obtain applications from manufacturers for membership in the Bureau, which, in the brief time that has elapsed since the meeting, has proven very encouraging, although but comparatively few of the manufacturers have been visited.

The furniture manufacturers are beginning to realize that in order to stimulate buying they must advertise, so it looks as if another campaign of publicity will be undertaken beginning in September.

The offices of the Home Furnishings Bureau have been removed from the Bank of Hamilton building to that occupied at present by the Furniture Manufacturers' Assn. at 5 Colborne Street, Toronto.

FURNITURE MANUFACTURERS INTERESTED IN AFFORESTATION

The Furniture Manufacturers Association at a meeting held in Toronto on April 18 appointed an Afforestation Committee and have entered into correspondence with the Forestry Branch of the Ontario Department of Agriculture relative to the planting of more trees. The committee points out the benefits that would accrue to the province and its manufacturers and people through the planting of furniture woods wherever possible. Especially does the committee commend the growing of oak, walnut and birch, and suggest that the Provincial Highways Commission plant trees along the various highways of Ontario.



Another example of what the Home Furnishings Bureau is trying to accomplish—Furniture in the dinning-room and livingroom of a ground floor suite in the Drummond apartments, in Montreal.

DOMINION FURNITURE WEEK NEXT FALL

A proposal to hold a "furniture week" in Canada next fall has been suggested. A meeting of Toronto retail furniture dealers was held at the Home Furnishings Bureau a few days ago when they decided to ask the retail furniture trade throughout the Dominion to set apart a week towards the end of September or beginning of October to boost furniture sales. The Home Furnishings Bureau promised their aid, and it is expected the furniture manufacturers of Canada will co-operate in helping make "furniture week" a success.

BABY WEEK BOOSTS BABY CARRIAGE SALES

As the feature of "Baby Week" of a green tag sale held recently one dealer in the West gave away four go-carts to the two heaviest and two lightest weight babies under and up to one year, who allowed themselves to be brought to the store and weighed in the window with scales made especially for that purpose. The honors were even as to sex.

ADVERTISING THAT BUILT UP A LONDON FURNITURE BUSINESS

Keene Bros. make much of newspaper publicity—Greatest aid in growing business—Ads. tell story

ADVERTISING is one of the strong features that have built up the furniture business of Keene Bros. at London, Ont., and Mr. Arthur Keene, who has given much attention to that firm's newspaper publicity, has some interesting comments to tell of the worth of advertising.

His conclusions puts the daily newspapers in the first place as a publicity medium. He finds that people at present are more interested in prices than they have been for years, as these are the days when reductions in all lines are expected by the consumer. As a matter of fact, he believes furniture prices, which since the first of the year have dropped three times, are now at rock bottom, but the people like to know the price of a Chesterfield, a parlor suite, a kitchen cabinet, or a mattress. And here is where newspaper publicity helps—by means of "ads." changed every day, it not only talks furniture, but prices as well.

Something in particular that Mr. Keene warns merchants against is what he terms erratic advertising, that is, advertisements which shout about cut prices and so-called pre-war prices. He points out that there is no probability, much less possibility, of furniture being sold now or in the future at the quotations of 1914. Such advertisements simply injure the furniture business by creating false hopes in the buying public, and it has been proven that when the public hear of a store advertising "tremendous bargains" they are inclined to wait a little longer in the belief that a slump has started and they will get what they want at slaughter prices.

Honest goods at fair prices are selling well now, and he has no misgivings as to the future.

A good line of nationally advertised goods are a great help to the furniture dealer. Before goods can be nationally known they must be of sterling quality, and the dealer never takes a risk in handling them. He instanced well-known, because advertised, lines of mattresses, kitchen cabinets and refrigerators, etc. These goods are finding a ready market among the articles demanded through trade names.

Last month Keene Bros. held their twenty-ninth anniversary sale, and they have struck a unique note by selling articles at 29 cents, $1.29, $2.29, and so on. Plenty of printers' ink is being used, and the goods are moving well. The pivot of the advertising is honest goods at fair prices, with no extravagant claims for unheard-of bargains.





How two prominent Canadian furniture dealers use large newspaper space to give publicity to their lines. The Maritime firm lift the ad. and use it as a circular as well. The lines in the corner allow for addressing when folded and send through the mails. The Winnipeg firm are putting over a special "May Sale."

ADVERTISING AND SALES HELPS CALENDAR FOR

MAY	JUNE
Porch and verandah furniture.	Wedding present lines.
Summer Cottage furniture.	New home furnishings.
Wicker, reed and rattan lines.	Complete homes for newlyweds.
Lawn and verandah swings.	Summer furniture outfits.

HUMAN INTEREST IN ADVERTISING

By T. M. Humble, Toronto.

I HAVE been writing advertisements for twenty-five years now but have only once done any for a motor firm. But in my address I shall go into the real fundamentals of advertising as would apply to any business.

Present business conditions require time for readjustment. There is too much pessimism in the attitude of some of the men of this city. It reminds me of the two Jews, Joseph and Isaac, who went to hear Billy Sunday speak. After it was over Joseph said to Isaac:

"Vell, vat you think of the sermon?"

"I don't like it."

"Vy?"

"Because he preach nothing but Hell, Hell, Hell."

"Vell, vy not?"

"I don't believe in Hell?"

"You don't believe in Hell?"

"No."

"If you don't believe there is no Hell then, vere has business gone?"

Importance of Advertising

Selling through advertising is one of the most important means used in making sales of any kind.

Advertising is everywhere. You cannot escape it. I get on a railway train at Halifax and travel across to Vancouver and for thousands of miles my eyes are greeted with artistic signs along the railway.

Then I get on a street car. When I look up, the first thing that greets my eyes are well colored and arranged street car advertising cards. When I get off the car I am greeted by bill boards advantageously placed.

These are building up and making business.

To show the marked advance advertising has made in the world, I counted 108 religious advertisements in the daily papers last Saturday. Such a thing as this used to be looked upon as a sacrilege. Now the churches must adopt methods of modern advertising to fill the pews. There is a sign on Yonge Street, an electric sign, that flashes out in the night the way of salvation.

Window Advertising

The time was in Toronto when the merchant turned out the gas, locked the door, went home and left the store in total darkness. You only have to walk up Yonge Street at night to see the difference now. Every window is a glare of electricity and in every window there are goods displayed.

The merchant is selling while he sleeps.

Newspaper Advertisements

This is comparatively new. Only started 75 years to advertise stocks.

ago. After the civil war, a half page ad. was used

The need for advertisements to-day is more human interest. The technical points should be omitted.

TELL THE TRUTH IN YOUR ADVERTISING.

Much has been said about the absolute necessity—the cash drawer value—of truth in advertising. Therefore the following statement, which has been sent out by the National Vigilance Committee of the Associated Advertising Clubs will be of special interest, because it tells just how to apply truth in advertising:

The basic principle of advertising is truth. And by truth is meant the statement of all the important facts regarding the article advertised, without the suppression of any detail which, if omitted, would tend to make the article seem more desirable than it really is. Truthful advertising, therefore, must be prepared with careful reference to the following points:

The Origin of the Merchandise

"Special purchase" must not be used unless the merchandise has been bought at less than the usual price. "Overstock," "Clearance," and similar expressions must be used only when they represent the exact facts in the case. If some of the advertiser's own merchandise is included in a sale of specially-purchased goods, this fact should be noted.

Description of the Merchandise.

Sizes and colors should always be given with absolute accuracy. Expressions like "all the wanted shades," when the assortment may include only five or six shades in all, should be tabooed. If merchandise is slightly defective, the expression "slightly imperfect" should be given a prominent place in the description. Merchandise which is old or out of style should not be represented as new and fashionable. Quantities should always be indicated. If a lot is small, the advertisement should so state.

The Value of the Merchandise

Comparative values have no place in truthful advertising. By comparative values is meant the statement that an article is "worth" a price in excess of the selling price. Such statements of worth are usually the optimistic opinion of the one man or woman who bought the merchandise, and are usually exaggerated. Where an article up to the time immediately prior to the appearance of the advertisement has been selling in the advertiser's regular stock at a higher price, it is entirely permissible to mention this. Such a statement is a fact, and capable of being verified. The use of a comparative price several months old, however, is likely to be misleading, and should be avoided.

The Use of Trade Names.

There are a number of articles which bear misleading trade names. For instance, Spanish leather, which is neither Spanish nor leather. The use of this and similar names should be avoided. In cases where fabric is part cotton and part silk, this fact should be prominently mentioned in the description.

Use of Illustrations.

These should always faithfully represent the object advertised, and should not convey any false or misleading impression of its size or appearance. The custom of using illustrations which do not directly refer to the article advertised should be discontinued, unless such illustrations are clearly used only as a decoration to the advertisement or as an identification of the class of merchandise advertised.

Store Signs and Salespeople.

Store signs and windows and other merchandise displayed must conform to the same standard of truthfulness as the advertising.

Advertisers must use every possible effort to see that representations made by salespeople are in conformity with the advertising.

News of the Canadian Furniture Trade

The Globe Furniture Co., Toronto, has been registered.

The St. Hubert Furniture Store has been incorporated at Montreal.

The Sturgis Baby Carriage Co., Ltd., has increased its capital from $40,000 to $250,000.

The Saskatchewan R.M.A. will hold its annual convention at Saskatchewan on June 8th, 9th and 10th.

Goodwins, Ltd., Montreal, recently installed ten new National cash registers in several departments of their store.

The Ideal Furniture Co., Toronto, has been registered, and is opening a store on Yonge Street, Toronto, at College Street.

The H. E. Furniture Co., Ltd., Milverton, Ont., has, by Ontario charter, increased its capital from $40,000 to $150,000.

Jas. A. Forbes, formerly with J. A. Duggan, Stratford, Ont., has opened up a furniture business at 29 Ontario Street, that city.

Elder & Cowper, dealers in office furniture at Montreal, have dissolved partnership, each party continuing business in his own name.

Electric Refrigerators, Limited, Toronto, were recently incorporated to manufacture and deal in refrigerators. Capital, $40,000.

J. C. Rait, recently with The Arcade, Ltd., Brantford, has joined the staff of the Thomas Furniture Co., London, as advertising manager.

The Continental Upholstering Co. has been registered at Montreal; as also has the National Upholstering and Chesterfield Co., of the same place.

A slight blaze occurred in the boiler room of the furniture plant of Malcolm & Hill, Kitchener, Ont., but was extinguished before much damage was done.

The Art Furniture Co., Limited, Kitchener, Ont., has been awarded a contract by the Dominion Government for the fittings for the post office at Yarmouth, N.S.

The annual convention of the National Association of Upholstered Furniture Manufacturers was held on April 27 and 28 at White Sulphur Springs, West Virginia.

The Dominion Bedstead Co., Ltd., has received Dominion incorporation, with a capital of $250,000, to manufacture and sell beds, mattresses, cushions, box springs, etc. Head office, Montreal.

Fire of unknown origin damaged the plant of the Ontario Furniture Company, 26-30 Britain Street, Toronto, to the extent of $2,500, last month. The loss to the building is $500; to the contents, $2,000.

To help retailers who are their customers, Revillon Wholesale, Ltd., of Edmonton, Alta., have employed an expert card writer to assist in any publicity the retailers may wish to give their goods.

A home-building exposition was held in the Board of Trade Building at Winnipeg last month. Besides building materials being shown, some of the lectures covered furnishing and decoration of the home.

T. Aisman, Aurora, Ont., president; W. H. Comstock, Brockville, vice-president; H. K. Bowes, Brockville, managing director, were the officers elected at the recent annual meeting of the Office Furniture and Supplies Co., Ltd., Brockville, Ont. The directors are: Hon. G. W. Fowler, Ottawa; Capt. McVittie, Toronto; J. Gill Gardner, and W. B. Reynolds, Brockville.

A Made-in-Winnipeg Exposition was held in the Board of Trade building, that city, during the week of May 9 to 14. F. V. Humphries of the Wilson Furniture Co., was one of the officials boosting the affair.

The Lucknow Table Co., Ltd., has been granted a Dominion charter with a paid-up capital of $125,000. The provisional directors are: John Bulton, Geo. T. Aitcheson, Russell Robertson and Thos. Aitcheson.

The Thornton Smith Co., Toronto, decorators and makers of period furniture, are building a handsome store at 342-46 Yonge Street. This building is an imposing structure, with a distinctive front in white stone.

To commemorate the 29th anniversary of the commencement of the business, Keene Bros. recently held a "29 Cent" sale, all goods in the store being marked at a reduction to work in the odd 29 cents—$1.29, $5.29, $10.29, and similar terminations.

An organization was recently formed by the employees of the North American Furniture Co., Ltd., Owen Sound, Ont., along co-operative lines, for the purpose of securing lower prices on foods, clothing, etc., by buying as an association from the local stores which will give them the lowest prices.

The Coffield Washer Company of Canada, Limited, Hamilton, Ont., were recently incorporated to manufacture and deal in washing machines, wringers and other household appliances. Capital, $50,000. Two of the incorporators are H. Bloom and W. C. Brittain, engineers, both of Hamilton, Ont.

The Waterloo Bedding Co., Ltd., has obtained Dominion incorporation to manufacture and sell bedding equipment of all kinds, including beds, mattresses, springs, pillows, and comforters; also upholstered, felt and wood products and other things that can be conveniently manufactured in connection with the business. Waterloo, Ont., is headquarters, and the capital is set at $200,000. The incorporators are: M. H. Montag, A. L. Dantzer, J. E. Reinhardt, and A. S. Fehrenbach.

HELPING DEALERS SELL JUVENILE GOODS.

Mrs. Jean Montgomery, sales efficiency expert for the Lloyd Mfg. Co., of Menominee, Mich., is visiting Lloyd dealers. Mrs. Montgomery is sent out by the Lloyd people to explain their method of constructing wicker articles, due to the invention of Marshall Burns Lloyd, head of the Menominee institution. Mrs. Montgomery was head of the baby carriage department of Carson, Pirie, Scott & Company's Chicago department store for ten years. She has a reputation of having sold more baby carriages through the retail trade than any other person in America. Before going on her tour of instruction, Mrs. Montgomery spent several weeks at the factory, and is thoroughly familiar with the Lloyd method of producing wicker furniture and baby carriages. In addition to educating sales people on how to sell Lloyd articles, she is attempting to make merchants see the advantage of organizing their stores into departments, with particular emphasis on the juvenile department.

THIRTY YEARS IN FURNITURE BUSINESS.

THIS year Keene Bros., of London, Ont., are celebrating their 30th anniversary in the retail furniture business.

Their store at 127 King Street has been growing all the while, every year showing an increase over the previous year's business.

The firm is located "out of the high-rent district," and its successful experience is the result of careful attention to the purchasing of stock, treatment of customers and intelligent concentration upon the most useful and telling forms of advertising.

Last year the firm's turnover was about $130,000, and through cheap rent and the fact that practically no credit is given, it was able to sell furniture, etc., at an average of 10 per cent. below dealers located on the main street.

Reasons for Success.

Arthur Keene, in explaining the firm's success, gives the following reasons for the firm's ability to do business "away from the high rent district":

Judicious advertising ; the handling of nationally-advertised goods, as far as possible, and goods bought right.

Everything is the store is marked in plain figures—no codes are used, and the credit system is discouraged.

Mr. Keene thinks that furniture is the hardest thing to sell in the retail line. People can get married without buying furniture, but not without jewellery. Birth days and anniversaries do not mean much to the furniture store, but they do to the florist, candy shop and the jeweller. These being undisputed facts, the furniture dealer realizes that he must work hard for his trade, and unless he watches the details, his chances of success are very small.

FURNITURE MAN'S WIFE DEAD.

The death occurred early in April, at her residence, 314 Roxton Road, of Mrs. Charles Broderick, wife of Charles Broderick, head of the Broderick furniture firm of Bloor Street West, Toronto. The late Mrs. Broderick was born in Boston about 39 years ago. Her husband, two daughters, Gertrude and Clara, and one son, Wilfred, survive her.

FURNITURE WORKERS OBJECT TO REDUCTION.

At a meeting of the furniture workers of Stratford (union and non-union), a resolution was passed and copies sent to the furniture factories of that city: "That we protest against reduction of wages, of which we have received notice, on grounds that it is not warranted, because of abnormally low wages prevailing in the furniture industry."

They stated that the ten per cent. reduction had been intimated in a notice to the workers, and that in some of the industries the working hours have been extended ten per cent., the wage schedule remaining the same as before, rather than cut wages.

OFFICE SPECIALTY CO. DOUBLY BEREAVED.

Two prominent officials of the Office Specialty Mfg. Co., Ltd., of Rochester, N.Y., and Newmarket, Ont., died last month at their homes in the former city. Philip H. Yawman, president of the company, died on April 5th. His business career commenced forty years ago, when he formed a partnership with Gustav Erbe, a fellow-employee. They started by manufacturing film spools for the Eastman Kodak Co., then also a young industry. The Yawman & Erbe Mfg. Co. is now one of the largest manufacturers of filing systems and office equipment in the United States, as is the Office Specialty Manufacturing Co. in Canada. Although he had been practically retired from active participation in the associated companies' business affairs for some time, Mr. Yawman's death came as a shock to his Canadian business associates and friends.

A fortnight later Charles Slemin, vice-president, in charge of the sales of the company, died following a stroke. He was born in Toronto 62 years ago, but had been with the Rochester company for the past 30 years. Mr. Slemin is survived by his wife, two sons, Harry C. Slemin, managing director of the Office Specialty Manufacturing Company, and Geo. C. Slemin, of Markoe, Morgan & Co., New York, and one daughter, Mrs. Babcock, of Rochester. The Office Specialty branches from coast to coast were closed as a mark of respect during the days of the funerals.

DOES HE WANT FURNITURE?

Leonid Krassin, who conducted negotiations on behalf of the Russian Soviet Government for renewal of trade relations with Britain, and was largely responsible for the successful termination of the arrangements and the signing of the commercial treaty, will leave for Canada on a business mission at the end of May.

Buy a piece of furniture—and buy it now.



F. L. Ballard
and his furniture store
at 1024 Main St.
Vancouver, B. C.

Get Ready for June Weddings



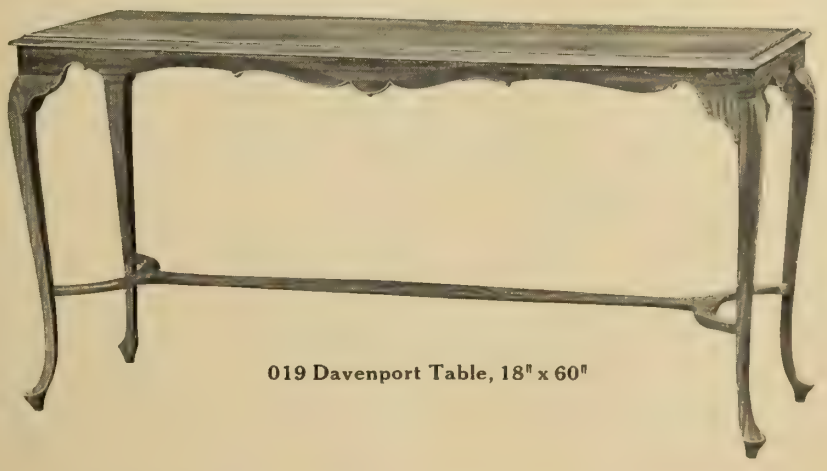
C17 Refectory Table, 22" x 48"

You are competing with the jeweller, the china and glassware merchant, and others, for wedding gift business.

Why not suggest in your advertising the suitability as a gift of a handsome piece of furniture, such as one of the beautiful tables illustrated on this page?

Made in genuine black walnut or mahogany, they will last a lifetime, and will serve as a constant reminder of the good taste and thoughtfulness of the donor.

The North American Furniture Company, Limited
and
The Owen Sound Chair Company, Limited
Owen Sound, Ontario



019 Davenport Table, 18" x 60"

We can help you by making prompt shipment of any goods shown in our catalogue.

The North American Bent Chair Company

Limited

OWEN SOUND, CANADA

Announce a new line of better Reed Furniture, consisting of Chairs, Rockers, Settees, Tables and odd pieces.

Our construction is different, our coverings are very carefully selected, and our finish is unsurpassed.

The designs are now in our Traveller's hands, and as we can give you immediate shipment, it is worth your while to wait.

MARSHALL PRODUCTS

TRADE MARSHALL SPRING MARK PATENTED

Marshall Month—April—was a wonderful success.

Write us to-day about our special offer for May and June.

MADE ONLY BY

Marshall Ventilated Mattress Co., Limited

LONDON, ENG. TORONTO WINNIPEG CHICAGO, ILL.

WHAT'S WRONG WITH FURNITURE BUSINESS?

"WHY is not the retail furniture business as profitable as the hardware, the dry goods and the grocery business, and why does it not attract the same type of men?" is a question asked by a contemporary. Judging by the answers received it can be said that the chief impediment to the furniture business is bad advertising. The furniture trade has not yet learned how to create desire in its copy. It depends almost entirely upon price to make a sale, and the result is that during slack periods every furniture merchant is trying to cut his price instead of trying to create a demand for furniture. Instead of competing with those people who sell luxuries and are getting the money that should go into homes, the furniture dealers are engrossed in trying to grab what furniture business exists away from their brother furniture merchants by underselling them.

Furniture merchants should give greater thought to their advertising and their turnover if they wish to increase their volume without sacrificing profits. Advertising has but one mission, and that is to sell. In order to sell you must create desire. Therefore furniture advertising which simply quotes "bargains" creates no desire, but leaves the impression that the goods offered are not desirable, otherwise they would not be continually offered at reduced prices.

The grocer turns over his stock at least eighteen times a year, the dry goods merchant six to eight times throughout the year, and the hardware dealer four to six times. The average furniture store turnover is three times, and some can only move two and a half stocks a year. The trouble largely is in buying. If furniture dealers had less money to operate with they would think less of carload quotations and more of buying quick-selling merchandise, and they would find their turnover increased.

What an article costs should be a secondary consideration with any merchant. His first thought should be, how fast can I sell this article and make a profit? If he can sell one article in two weeks and another will stay on his floor two months, he can afford to pay more for the quick-selling article than the slow mover. He can even afford to cut his regular profit on the fast-moving article, as he will do sufficient increased volume to bring him the more profit in dollars and cents at the end of the year as though he had been selling slow movers at his regular margin. Turnover brings volume and volume brings profit.

Many furniture merchants mark their fast selling goods up the highest per cent., thus causing them to move slower than they would if marked right, at the lowest markup compatible with good business. Slow-moving goods should carry the biggest mark-up, so that in case of necessity the price can be reduced to move the piece off the floor.

SOME NUTS FOR DEALERS TO CRACK.

1. What are the boundaries of the territory from which you are now drawing business?
2. How far could you reasonably expect to extend these boundaries by advertising and suitable promotion work?
3. What is the population of the territory from which you are now drawing?
4. How many stores selling the same class of goods and service which *you* are selling, are located in this territory?
5. What is the average number of people which each business serves?
6. How many people do you serve? Have you a fair share or less or more than your share of public patronage?

GOOD THINGS FROM OUR EXCHANGES

What the papers have to say about current business—Necessary essentials in building up trade—Welcome the traveller—Good times ahead.

WHEN BUSINESS IS DULL, ASK WHY.

WHENEVER business is dull or trade falls off, look about for the reason, and you will, as a rule, find it is due to some shortcoming. To better enable you to classify these faults, the following questions are asked:

Is the advertising of your store as well written and interesting as it could be?

Is the merchandise you offer as desirable as it should be?

Is the assortment, quality and standard of your goods up to the minute?

Is your assortment as complete as your competitors?

Do you always inspect all goods bought upon receipt? Do you file prompt claims for shortage? Do you go over addition of bills received before passing them on?

Are the windows of your store changed as often as those of other stores in your vicinity?

Are your lighting, interior decorations and display up-to-date?

Have you noticed if your signs describe the goods fully, and are they bright, clean and well made?

Are the glasses in your door, windows and casements clean? Women have a habit of noticing, also shunning the store that is uninviting.

Have you seen that the merchandise is selected with care and suitable for the trade in your city or the section of the city in which your store is situated?

Is your merchandise properly and tastefully displayed, and are the windows changed often? Also is the merchandise most called for placed in a position where the customer will have to walk through the rest of the store to purchase? —*Grand Rapids Furniture Record.*

SIX BIG TRADE ESSENTIALS.

A famous merchant used to say that the following six policies are responsibile for his success:

1. Changing advertisements often.
2. Making advertisements really advertise something.
3. Making every advertised sale a top-notch sale.
4. Getting acquainted with customers and keeping acquainted with them.
5. Going even to extremes to keep faith in every way with the trade.
6. Going out of the way to deal squarely with everyone. —*Popular Storckeeper.*

DO YOU KEEP HIM WAITING?

If you are too busy with your own affairs to join with your fellows in the trade associations of your community and your state, you may play a lone hand to ultimate success, despite your shortsightedness.

Even though your trade journal lie in its manila envelope atop your desk, there to gather dust until you "have time to read it"—you may get by.

But if you fail to recognize a potent force for better business in the friendly person of the traveller who waits, his kit in hand, beside your office door, you handicap immeasurably your own commercial progress.

Hundreds of forward-looking merchants acknowledge the manufacturer's representative as one of the most pertinent factors in their advancement.

For the manufacturer's salesman to-day is a better merchandiser than nine out of ten of the men he would enlist to sell his goods ; his is a broadened horizon, a more general field of observation; a keener business insight, and an almost inexhaustible funds of practical information.

He wants to sell you, true—but to sell you only incidentally. First of all he wants to create in your store a profitable channel of distribution for the merchandise he offers. He gives you full value for value received in the furniture you buy. But by way of good measure he offers friendly counsel and the fruits of his constant contact with your successful fellows.

Is the latchstring ready to his hand?—*Furniture Age.*

GOOD TIMES JUST AHEAD!

Prosperity is within our reach in America.

All we need to have and to hold it is a sane, sure grasp on its simple elements.

They are industry, integrity and faith.

These are the cardinal virtues of human relations. They are the underpinnings of healthy, natural business life and the foundation of a wholesome social system.

They are the fountainhead from which progress springs. A well-known business economist has called them the "fundamentals of prosperity."

Your purchases are an expression of faith. They are evidence of your industry. Make them confidently from business institutions of integrity.

Buying is the backbone of prosperity. An active market means more employment, steadier earnings; benefits are passed around.

Wise spending gives stability to earning, and for that reason is farsighted thrift and sound economy.

The call of to-day is for cheerful thinking, willing working and constructive action by you—everybody—NOW.

To-morrow's change for the better will come about through the combined efforts of each and everyone of us.

By sheer force of numbers and co-operation, by the high power of heart and mind, we can put business on a firm, stable basis.

We can do this because all of the material factors making for better business are right.

Let us link our faith with industry, our vision with courage, and forge ahead.

Let's make an uncommon effort toward a common end—Good Times. "Buy now."—*Southern Furniture Journal.*

Only those achieve success who are willing to pay the price of getting ready. Do not envy the other person what he earned. Go ahead and earn as much as you feel you are entitled to yourself. Know what you want and fit yourself for it!

WAGE ISSUE A CRUCIAL POINT.

There is no more important economic question at the present time than the matter of wages. In Canada and elsewhere throughout America and Europe the issue as to the division of the profits of industry has been brought up in countless instances. Diminishing prices and an even more important diminution of profits have brought up the question of wage decreases. It is becoming generally recognized throughout the continent that deflation of commodity prices cannot be brought about without a corresponding deflation in wage rates. The principal point at issue is the amount of the reductions.—*Toronto Globe.*

CONDITIONS IMPROVING ABROAD.

After a visit to the United Kingdom extending over six months, F. W. Field, British Government Trade Commissioner in Ontario, has returned to Toronto with an optimistic impression of conditions overseas. Said Mr. Field: "This year will probably be another one of readjustment, but conditions are gradually improving, and we may expect to see John Bull take a much more intimate interest in the Canadian market."

TO HELP SELL MORE LINOLEUM

The first number of the first volume of "Linograms," a new little house organ published in the interests of the Dominion Oilcloth & Linoleum Co., Ltd., Montreal, has just come to hand. This little paper is somewhat different from the many types of house organs hitherto issued by various firms, and contains a deal of information of practical use to the reailer.

The April issue contains several merchandising articles on linoleum departments, some sales suggestions, advertising and window displays. Any reader of Canadian Furniture World may obtain a copy of the booklet by dropping a card to the Montreal office of the above-named company.

STRATFORD MFG. CO. INCREASING LINES

Under date of April, the Stratford Mfg. Co., Ltd., Stratford, Ont., has issued their latest catalogue, No. 6, covering their many and increasing number of lines. These include library tables, desks, costumiers, tea wagons and umbrella stands in the furniture lines; bake boards, ironing boards, medicine chests and general kitchen helps; baby walkers, gates, playyards, etc., in the infants' needs line; children's furniture and kindergarten sets; lawn seats and swings, folding chairs, ladders and stools, and an infinite variety of other conveniences and helps about the house.

A postcard sent by any dealer reader of Canadian Furniture World to the manufacturers will bring a copy of the catalogue by return mail.

UTILIZING B.C. STUMPS FOR FURNITURE

An inventive genius in Victoria, B.C., thinks he can solve the question of getting rid of the huge stumps on cut-over forest lands in British Columbia, and he is laying before the Department of Industries of that province his plans for putting up small portable sawmills to be sent to various places where the stumps are plentiful. The mills will cut them in slabs, bringing out the gnarled grain of the roots. These slabs, he says, take a fine polish, and can be used for furniture-making and other purposes. The price for slabs with the best grain suitable for furniture, etc., runs to $6, and the inventor claims some stumps, when sawn up, will run to $18.

Bathroom Cabinets



No. 100—White Enamel Bathroom Cabinet
Bevelled Mirror

Made in gloss-white enamel finish, with interior fitted with plate glass shelves, these cabinets are neat and sanitary.

We have six numbers in the series, graded as to size and price, but all equal quality. Kept in stock for prompt shipment.

Phillips Manufacturing Company, Limited

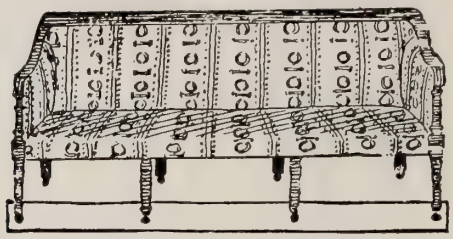
258-326 Carlaw Ave., Toronto, Ont.

A LESSON IN PERIOD FURNITURE DESIGNS

THE study of period designs in furniture has its fascinating as well as useful features for the furniture dealer or salesman. Here are a couple of these early English designs which are often mentioned in our publicity and are frequently asked for by our customers and prospects:

A Sheraton Settee

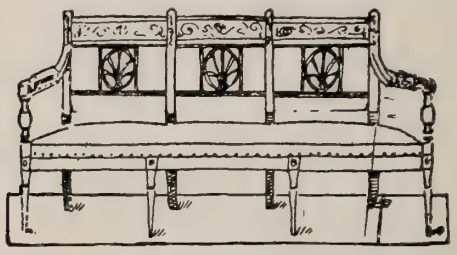
When Sheraton, after whom this style of furniture was named, designed his furniture he chose simple, classic lines. The illustration shows a settee that is a typical example of his work. The delicate fluting on legs and arms is the only decoration. The appearance of this settee depends upon the beauty of the lines. Mahogany was the wood principally used, because it lent itself particularly well to this style of work.



An Adam Settee

The furniture designed by the Adam brothers also follows classical lines. Much of the beautiful "colonial" furniture is modeled after the simple lines of this period.

The settee illustrated is a choice example of the style. This particular one represents three chairs together, but settees were also designed with two and four chairbacks. The carving was always very delicate, as may be seen by the illustration.



SOME OPTIMISTIC SUGGESTIONS

"Look for better business."

"Refrain from being pessimistic."

"Put off red reduction tags, and mark merchandise at a legitimate margin of profit."

"Restore confidence with the public."

"Stop advertising great reductions."

"Help start up the mills now closed by sending in orders for a good summer business."

"The purchasing public are waiting for information that will convince them that bottom prices have been reached."

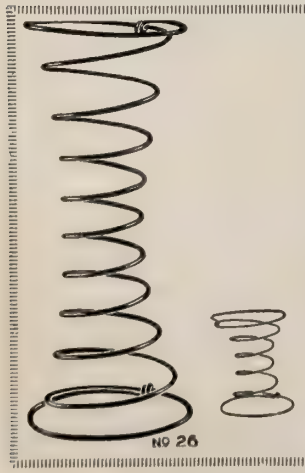
"Put laboring people to work."

"The money will soon come back, as working people spend."

"All carpet stocks in the hands of retailers are low."

"The jobbers are not overloaded."

"We cannot expect lower prices in the summer opening if supply and demand work out as in the past."
—Pacific Furniture Trade.



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

James Steele, Limited

Guelph, Canada

LLOYD PATENTS IN ENCYCLOPEDIA

Eight and one-half pages are given over in two volumes of the Encyclopedia Americana, to the inventive genius of Marshall Burns Lloyd, head of The Lloyd Mfg., Co., of Menominee, Mich. Volume 25, or the "S" book prints three and one-half pages about steel tubing. In the article Mr. Lloyd is mentioned as having produced the latest method of manufacturing steel tubing as a result of which the best of tubing at the lowest possible price has been made possible. A picture of the Lloyd-oxyacetylene tubing machine is shown.

Volume 29, dealing with "W" subjects, has five pages devoted to Mr. Lloyd's inventions along the wicker line. There are pictures of an old hand woven baby carriage, one of a new Lloyd loom woven carriage, machines for making Lloyd's wickers and a loom for weaving the wickers. The article gives a complete description of the wicker industry from pre-biblical days to the present. Both articles were written by George W. Rowell, Jr.

SPRING BUSINESS IN VACUUM CLEANERS

(Continued from page 32)

to the one illustrated in this article, to your prospective customers. Point out the ease with which cleaning can be done by the aid of a vacuum cleaner. Ask to be allowed to demonstrate the appliance in the customer's house. An addressed post card should be attached to your letter.

Keep a careful record as to the sales made so that a further letter may be sent out to people who have not bought.

Time for Action is Now

But most of all—do it now. The value of an idea lies in the promptness of its execution. Therefore, make plans now. Set an objective of so many cleaners to be sold in a given period. Keep incessantly at it.

CHESTERFIELD SUITES

Without a doubt the best constructed line of Upholstered Furniture at its price. Furniture that is attractive in design and built to give your customers long service. No. 311 Chesterfield, illustrated, spring cushions, spring seat, back and arms, frame finished in walnut — covered with a good grade of tapestry, and priced at



$84

Remarkable Value

SPECIALTY UPHOLSTERING COMPANY

WATERLOO :-: ONTARIO

Advice For Furniture Dealers

Attention, Dealers

Do not sign for goods without checking them carefully with driver. Your signature on driver's receipt is your acknowledgement of correct receipt of merchandise billed you.

Check. Weigh. Gauge.

See That You Get What You Buy.

* * *

Important

Would you accept money without counting it carefully. Your receipt for goods delivered is just as valuable to you.

Do not sign for goods without a careful check of the merchandise you are signing for.

No goods will be delivered without your receipt.

Your signed receipt should be just as good as your signed cheque.

Please Make It So.

* * *

Turnover

Ever see an efficient retailer that did not make money?

Collect.

Pay promptly.

Only take proper discount and within the discount period.

Turn stock often, and then some.

You don't make profit until goods are sold.

Care for your stock; it's money; sell it; don't let it spoil.

* * *

Insurance

Are you carrying the same amount of insurance you did in 1914?

If no more, it isn't enough.

Get more on stock, fixtures and buildings.

Present high values make more insurance imperative.

Check your insurance on stock, fixtures, equipment and buildings, against replacement values.

* * *

Help

Help your jobber to help you.

Buy standard merchandise.

Do not return items you have bought.

Do not cancel orders placed in good faith.

Keep the bargain counter working.

Buy from your home jobbers.

Collect closely and pay promptly.

Many a man holds the same position that he started with, for the simple reason that through narrow-mindedness, ignorance and moral cowardice he was afraid to teach someone else to hold down his job, consequently, when the job higher up was open he didn't get it, because the boss had no one to take his place.

APPEALING TO DIFFERENT TYPES OF CUSTOMERS

Customers are literally "men of many minds." For purposes of analyzing their mental characteristics in the making of purchases they may be divided into three general classifications. These may be designated as the "head type," the "heart type," and the "body or temperamental type." The alert salesman is quick to recognize each type by the early expressions of the customer in answer to the first efforts to interest him in a new line of goods.

The "head type" is the man who, while examining a product to which the salesman has called his attention, clearly discloses his mental tendencies—his reassuring personality—in such observations as: "I know it is a pretty good article, but I cannot understand why you should ask that price for it. I have no doubt it will do what you say it will, but I think it is too expensive." The distinguishing note throughout this man's expressions stands out in his emphasis of the terms "I see," "I know," "I think" and "I understand."

In handling this type of customer the salesman emphasizes the value of the goods, laying special stress on the durability, the guarantee and the quality of the material. Those are the points which have been most successful in meeting his arguments. The analytical mind reasons from cause to effect and back again in logical fashion. He must be appealed to in terms he best understands.

Then, in the case of the "heart type," the man whose feelings govern very largely everything he does; he also unconsciously refers in speech to the nature of his own mental powers and dominant influences. His argument finds expression in such phrases as "I don't believe," "It seems to me," and "I feel that—."

This type is very frequently won by bringing out points of beauty of the article the dealer wishes to sell him, pointing out the way it will harmonize with something he already has or is getting. Such people usually have hobbies—something they love better than themselves—or mere financial interest. They may be won by showing heartfelt interest in the things that appear to deeply concern them. They are of the sympathetic type and can be appealed to through the medium of sympathetic expression.



Spring days are moving days. Make it a point this year to get after the trade of the new arrivals in your community

Handling the Difficult Type

The handling of the "body type"—he of the vital temperament—requires much more diplomacy, and of a different kind than that necessary to sell the other types. This type is frequently inclined to be disagreeable to the salesman. To this type belong most of those customers termed "grouches," who strike terror to the heart of the timid and inexperienced salesman. Often the effort of the salesman to interest him is met with the bluff assertion that he does not wish to talk to you, that he wouldn't buy such an article.

Since he intends to be shocking in his rebuff, some salesmen have found it good policy to give him a surprise or shock in return. Sometimes the shrewd salesman will begin by arguing with him in a judicious manner, finally leading the man to turn a complete somersault, and obtaining his order after having agreed with him at the beginning he "wouldn't buy anything in that line."

Other salesmen have been very successful in handling certain persons of this type by meeting bluff with bluff.

A SIMPLE PERPETUAL INVENTORY

Progressive merchants realize the advantage of a perpetual inventory, but are sometimes in doubt as to how to keep one without installing a too elaborate and costly system. A simple method in use by a large furniture company, combines a perpetual inventory, a record of each line and an identification of each piece.

When new merchandise arrives, a small tag, bearing a serial number is at once affixed to each piece. The numbers of these tags are then recorded in a register book, and a short description of each item entered after the number. For example, if Tag 378 is attached to a Chesterfield, the entry would read: "No. 378 Chesterfield," etc. The receiving clerk uses the registerbook to make up his daily reports of all goods received, and these reports are used, in turn, for posting invoices and stock cards.

Whenever a piece is sold, the sales slip is sent first to the stock clerk, who enters the customer's name opposite the number of the item sold. This method not only shows the numbers which have been removed from stock, but also indicates to whom the various items were sold. Any floor samples are indicated by the letters, "F. S." Returned goods are treated as new merchandise.

This method if stock-keeping shows just what merchandise is on hand at any time, thus abbreviating the chance of overstocking any item and guarding against the danger of allowing certain lines to run too low. With a few modifications it is equally applicable to both large and small businesses.—The Marshall Bed Post.

Give attention to complaints. Those who make the biggest kicks are generally those who are the greatest gossips, and if you wish to avoid undesirable publicity in the neighborhood, it is well to see that complaints are properly looked after.

CLEANING THE FURNITURE STOCK.

THE varnish on some furniture is so hard and smooth that finger marks and soiled places may be removed with a cloth wrung out of lukewarm suds made with neutral soap, and the finish restored by rubbing with a cloth on which a few drops of light lubricating oil or furniture polish has been sprinkled. In many cases this is a good method to use on the tops of dining tables, but in general it is unwise to put water on varnished, oiled or waxed surfaces. Painted and enamelled furniture may, of course, be washed like any other surface so finished.

For cleaning upholstery either a vacuum cleaner or a brush is more effective. A soft brush is best for velvet or velours, a stiffer one for tapestry and other strong, firm materials, and a pointed one for tufted upholstery. If convenient, upholstered furniture should be taken out of doors occasionally and beaten with a flat carpet beater, or it may be cleaned indoors by the following methods: The article to be cleaned is first covered with a cloth that has been dipped in water and wrung as dry as possible, then beaten with a flat beater, the dust being taken up by the damp cloth.

Leather furniture coverings last longer and look better if rubbed occasionally with castor oil or a commercial leather polish to restore the oil that gradually dries out. The liquid should be well rubbed in and any excess wiped off the surface, otherwise this film of oil will collect and hold dirt, which will darken the leather and soil whatever touches it.

SELLING SUGGESTIONS

Don't argue—illustrate.

Don't ever tell a prospect that he is mistaken.

Don't wear anything to attract or concentrate the eye of the prospect on your dress.

Don't ask the prospect a question to which he can say "no."

Don't talk price; talk quality though your price is low.

Don't run down the other fellow's goods; talk the reason why of your goods.

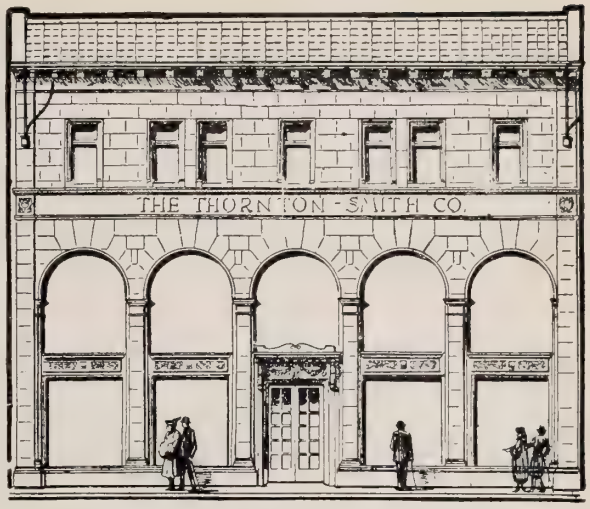
Don't say anything against the goods on which the prospect looks with favor, for you will offend his judgment, on which every man prides himself.—Hardware World.

IMPORTATION OF FURNITURE WOODS AND SUPPLIES

A compilation of the 1920 importations into Canada of the woods and various supplies entering into the making of furniture has just been published by the Ottawa Government. These figures are published below, together with a comparison with the figures for 1919.

Commodity	1919	1820
	M. Ft.	M. Ft.
Oak	40,755	43,656
Mahogany	2,508	1,550
Walnut	2,138	2,199
Gum	13,086	11,166 (9 mos. only)
	Value	Value
Cabinet veneers	$737,301	$435,829
	Sq. Ft.	Sq. Ft.
Plate Glass	3,083,483	1,467,511
	Pounds	Pounds
Shellac	1,448,539	743,957 (9 mos. only)

Of imported furniture completely made outside Canada the figures are: 1919, $1,825,794; 1920, $1,277,491.



New home of The Thornton-Smith Co., now being completed at 340 Yonge Street, Toronto

FURNITURE FASHION SHOW WEEK.

FURNITURE merchants of Cleveland held a Furniture Fashion Show during the first week in May. The programme covered a newspaper advertising campaign, followed by a series of lectures during the week, and by beautiful window displays of furniture. The Cleveland Retail Furniture Club planned the event to stimulate interest in furniture that week, as May marks the opening of the wedding season.

Buy a piece of furniture—and buy it now.

BRASS BEDS REFINISHED

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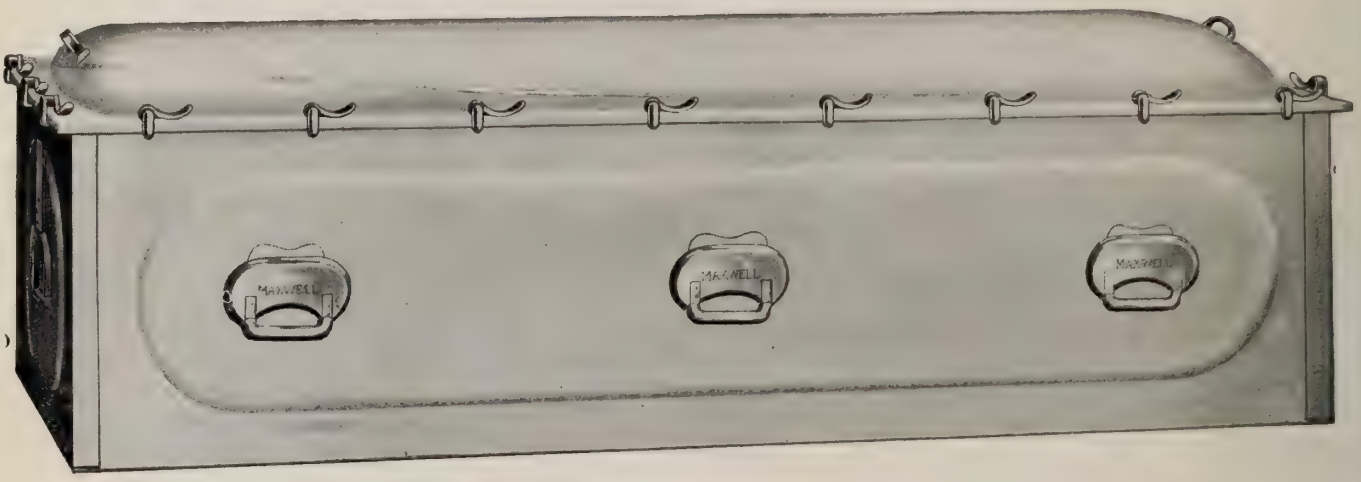
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Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

CAN EMBALMING BE SAVED? IS EMBALMING WORTH SAVING?

Third article of series by Prof. H. S. Eckles.

Written for Canadian Furniture World and The Undertaker

NATURE never yet has made a mistake. This is accepted as an axiom by every scientific man. No true scientist attempts to alter Nature. His efforts are centred upon understanding WHY Nature does a thing in a certain way, and thereafter he follows in every particular the course Nature outlines.

The men who are urging you to use the vein injection method are trying to get you to alter Nature—for their profit and your loss.

The most complicated piece of mechanism ever designed is Man, because, his spiritual nature aside, Man is simply an infinitely complex piece of machinery. Indeed, there is no principle of mechanics employed in any man-constructed piece of machinery which is not to be found in the human body. Every organ has its specific use, and the more we learn regarding anatomy, the more thoroughly we comprehend that in the selection of its materials and in the construction of the individual parts of the machine called Man, Nature has worked with infinite precision.

Man has solved many of the intricacies of the human anatomy. To-day he knows the use of practically every organ in the body ; the reason for its form and construction, and the mechanisal purposes which the Infinite had in view.

Our knowledge of no part of our anatomy is more thorough than is our understanding of the circulatory system. Few of its secrets are hidden from us. There no longer is room for guess-work nor opportunity for camouflage.

We know what we know, and we know that we know it—and we know that when Nature sets the blood in circulation it invariably traverses the various parts of the systematic circulation in one invariable order—heart, arteries and capillaries, the veins being used for *drainage* purposes only.

Now since it must be conceded that Nature has a purpose in all things, and that there could not have been an error in the anatomy of a self-perpetuating race which has remained on earth for many thousands of years, it follows that each part of the circulatory system is not only perfectly adapted to the purpose for which it was designed, but also is so formed as to absolutely meet every requirement which might be placed upon it.

The heart is the great engine of propulsion. It is a pump which must never cease its work, else life instantly becomes extinct.

Nothing, therefore, must be allowed to interfere with its action. For this reason an adequate outlet must be provided for the blood which is pumped by it. Since pumping induces pressure and since pressure transformed into motion is necessary to distribution, the arteries are constructed in such a manner as best to resist and transmit pressure. They are flexible because they must needs conform to the movements of the body, but internal pressure makes practically no variation in either their diameter or their capacity. In other words, they will not stretch sideways, and since they will not stretch, any pressure which is introduced into them by the heart in life or by the embalmer's injecting pump after death, is unfailingly distributed through the arteries, their branches and subbranches, in proper proportion to the next link in the cycle of circulation, the capillaries.

It readily can be understood that if the arteries were

(Continued on page 57)

Funeral procession of late Canon Cayley passing through St. James Cemetery at Toronto. Mr. R. U. Stone was funeral director in charge



WINDSOR FIRM HANDLES 800 CASES A YEAR

J. Sutton & Son, of Windsor, Ont., have built up big business—Old in age and young in service.

ONE of the finest funeral establishments in Western Ontario is that of J. Sutton & Son, of Windsor. The firm was established away back in 1890—thirty-one years ago, but the principals have always kept abreast of the times and kept their premises and equipment up-to-date.

So successful have the firm been and so high in their reputation that the demand for their services across the river have caused them to open funeral parlors in Detroit, at 2999 Grand River Avenue, in a location which has been a funeral establishment for half a century. An office and chapel—modern—have been opened, but the firm are buying a large residence close at hand on Trumball Avenue, where they intend having one of the finest funeral establishments in Detroit, which means much, as there are already 125 funeral directors in that city, many of whom have splendid establishments.

The Windsor parlors are located at 521 Ouelette Avenue, in the finest residential part of the city. This property was bought some years ago.

The Windsor business is managed by Wm. Sutton, who, though a young man, has had a long experience in both embalming and funeral directing. His brother, John, Jr., manages the Detroit office, the father, John, Sr., having retired some years ago.

The firm being licensed in Michigan as well as Ontario has enabled them to build up a big business, some 800 cases being handled every year. A great many funeral directors from various parts of Ontario call on Sutton & Son when there are cases in the hospitals to be attended to, and in fact many funeral directors passing through Windsor always make a point of calling at the Sutton establishment to see over the place.

The accompanying illustration and those on page 58 give some idea of the Windsor premises.



Splendid reception room and parlor in J. Sutton & Son's funeral home at Windsor, Ont.

CAN EMBALMING BE SAVED?

(Continued from page 55)

not so constructed as to resist side stress, the slightest clot, hindrance or obstruction in a minor artery or at the capillaries or the slightest variation in the degree of fluidity of the blood, would impede circulation, and the force of the heart would be diffused sideways instead of forward, compelling the blood to travel onward and ever onward.

So it was while life existed. And after death, what?

All of the physical structure remains, for a time at least, exactly as it was. We are called in to embalm.

It may be elementary, but let us for a moment consider what our duties are to be:

First, we must destroy the germs of decomposition and of disease. These things we must do, because if we do not do them, ours ceases to be a profession, and by failing to protect the public from the elements of danger that lie in every dead human body, we have forfeited our right to the protection which the license system affords.

But, besides disinfection, we have still another object in view. Having protected the public by destroying the germs of decomposition and disease, we desire to beautify the body for funeral purposes in order that the sorrow of family and friends may be alleviated as far as possible, and their appreciation of our services increased.

But, mind you, this latter object is entirely a secondary one. It must not be our first motive, and to it our thoughts must not be directed except in so far as we can accomplish this purpose without interfering with our primary object of disinfection. That is clear, I take it; and, if it is, let us proceed to discover by what ways and means we may accomplish our desires.

If we are to disinfect the body, it follows of necessity that we must saturate the tissue with preservative and disinfecting chemicals.

How best may we accomplish this?

It is universally conceded that embalming is the best course to pursue, and until recently at least it has been quite as universally accepted that this meant arterial embalming or the utilization of Nature's cycle of circulation; in other words, using the blood channels for the distribution of our disinfecting fluid after death exactly and in the same order as Nature utilized them for the distribution of the life-giving and purifying blood before death.

So far, so good! Now, since Nature makes no mistakes, what process could possibly be better than our imitating Nature's methods as closely as we possibly can?

That means first, that we should inject our fluid where Nature's pump, the heart, injects the life-giving blood—into the arch of the aorta, the primary artery of the body, and of which all arteries in the systemic circulation are either branches or sub-branches.

The aorta, we find, is a non-elastic conduit fashioned by Nature to withstand pressure and transmit it in proper proportion to the arteries which have their origin here, and which, like the aorta, are non-elastic, pressure-resisting and transmitting conduits for the passage of our fluid.

(To be continued)

HONORABLE BURIAL FOR DEAD VETERANS

The Executive of the Union of Canadian Municipalities, at its meeting held last month at Ottawa, passed a resolution asking the Dominion Government to see that upon death all returned soldiers are given honorable burial.

CANICULA

That Different Fluid

Canicula will not injure the eyes or hands of the operator, and yet leaves body flexible but firm, making it easy to clothe and place in position desired.

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Canicula is scientifically compounded from 14 different chemicals.

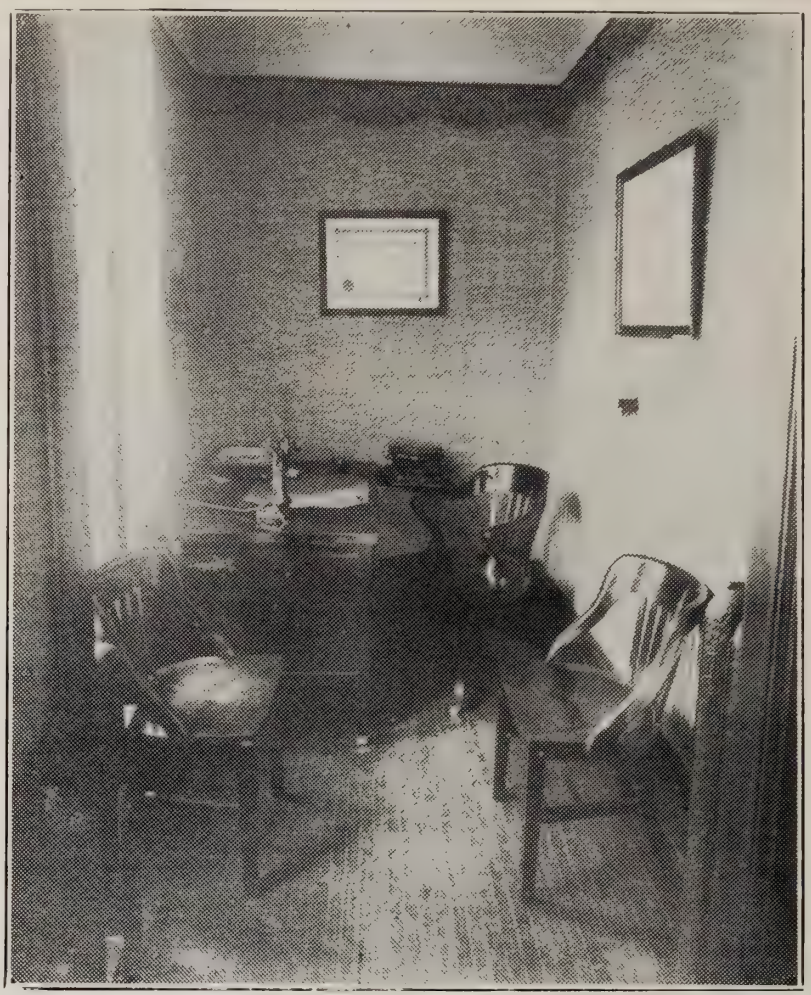
MAIL ORDERS RECEIVE PROMPT ATTENTION.

Canicula Chemical Co.

366 Bathurst Street, Toronto, Ontario

Makers of five kinds of embalming fluids

Top illustration—office in J. Sutton & Son's funeral home at Windsor, Ontario.



Bottom illustration—Front entrance J. Sutton & Son's funeral parlors at Windsor.



NEW REGULATIONS FOR ONTARIO EMBALMERS

Below are published certain changed regulations drafted by the Ontario Board of Examiners and approved by the Lieutenant-Governor-in-Council. These regulations were approved on Feb. 18 last and appeared in the Ontario Gazette of March 5.

REGULATIONS BY THE LIEUTENANT-GOVERNOR IN COUNCIL UNDER THE "EMBALMERS' AND UNDERTAKERS' ACT—BEING 1 GEO. V., C. 51-8-7.

A.—1. Two examinations will be held each year for those desiring to qualify as embalmers.

2. Candidates for examinations must be at least 19 years of age.

3. Candidates must furnish evidence satisfactory to the Board as to their sobriety and good character.

4. Certificates of qualification shall be issued by the Board to candidates who have successfully passed the examination, or are otherwise entitled thereto. Such certificates shall clearly define the qualification of the party to whom issued, but are not to be construed as a license to practise.

5. Every person to whom a certificate of qualification or permit has been granted by the Board of Examiners, and who is not charged with any violation of any of the regulations under the Act, shall be entitled to receive a license to practise embalming in the Province of Ontario.

6. No certificate of qualification shall be issued to any applicant until he has served at least one year with a licensed embalmer, satisfactory evidence of which shall be furnished the Board in every case.

B.—1. Certificates of qualification do not require renewal, but stand as permanent evidence of the holder's qualification.

2. Embalmers' licenses are issued annually, and are good for the calendar year only for which they are issued.

C.—1. The fee for examination shall be twenty dollars, which will include certificate of qualification to the successful candidate and embalmer's license for the balance of the calendar year in which certificate was granted.

2. The fee for embalmer's license shall be three dollars, and shall be payable to the Secretary of the Board on or before December 20th of each year for license for the following year.

D.—1. A license or permit may be cancelled or suspended at any time by the Board when in their opinion, after careful consideration, they deem it to be in the public interest, it being understood that the licensee may, if not satisfied with the decision of the Board, appeal to the Minister.

E.—1. The remuneration to be paid to members of the Board of Examiners shall be as follows:

While absent from home attending meetings of the Board, conducting examinations or attending to any work authorized by the Board, each member shall be paid fifteen dollars per day and actual travelling and hotel expenses, which amount shall be paid out of the fees received by the Board under the Act.

GLASS CASKET COMPANY FOR CANADA

The Glass Casket Co., Limited, has received Dominion incorporation with a capital of $2,000,000, and headquarters at Montreal. The incorporators are Gerald McTeigue, Reigner and Auguste Mathiew, Montreal advocates, and they are authorized "to manufacture, sell and deal in glass and every other kind of burial caskets; to make, sell and deal in fixtures, carriers, trimmings, appliances, metals, ingredients, dyes, glass, chemicals and minerals which enter into or form part of burial caskets," etc., and to "conduct, make or carry on in all its branches the business of general undertakers and embalmers, and the burial of dead bodies."

A great many other privileges are allowed under this incorporation. The capital of the company is divided into 200,000 shares of a value of $10 each.

YORKTON MAN COMPLETES CO-OPERATIVE COURSE.

Chas. E. Christie entered The Cincinnati College of Embalming for the 26 weeks' co-operative course on the 8th of November last. His graduation date was May 7th. In the 26 weeks of work he has taken 996 hours of class, group and personal instruction, and has operated on more than 200 bodies under the supervision of his instructors in the 6 months of work. In his external work he has been instructed by Vitt and Stermer of Cincinnati, funeral directors, who are co-operative instructors in the college.

Prof. Dhonau writes that Mr. Christie is certain to carry into his practice the best of the world's knowledge of modern scientific embalming, this having been demonstrated by his command of both the theoretical and practical aspects of the work.

The man who is indignant or even on the defensive in the first hint of criticism is the worst kind of egotist. Worse than that, he is too conceited to learn.

The Supreme Achievement in Embalming Fluid

The next time you want Embalming Fluid, do not merely mention "Fluid," but insist on "CaranaC."

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is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

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THE CANADIAN NATIONAL CONVENTION.

MESSRS. Yule (Swift Current), Gardiner (Winnipeg), and Greenwood, (Stratford), are busy interpreting questionaries which they have sent out relative to the proposed convention of the Dominion Funeral Directors' Association., which is likely to be held at Winnipeg early in July, following the meeting of the Manitoba Association.

We published last month a letter from Bro. Wallace, the dean of funeral directors in the East, and since then word has been received from Messrs. P. J. Fitzpatrick, St. John, N.B.; J. B. McIntyre, St. Catharines; T. E. Simpson, Sault Ste. Marie; W. G. Burrows, Chatham; A. A. Jackson, Sudbury; F. F. Morris, Bowmanville; N. L. Brandon, St. Mary's; Newt. J. Boyd, Mitchell, and W. J. Stewart, Toronto, all commending the formation of an association, though some of them criticize, (constructively) the method of formation.

Several of the above-named hope to journey to Winnipeg should it be decided to call the meeting there.

PREPARING FOR C.E.A. CONVENTION.

A MEETING of the C.E.A. Executive was held at secretary Matthews' office, 665 Spadina Avenue, Toronto, on April 27th. When president McKillop called the meeting to order there were present: F. F. Morris, Wm. Britton, A. A. Jackson, N. B. Cobbledick, F. W. Matthews, C. E. Burgess, W. J. Stewart, and James O'Hagan.

The matter of the 1921 convention was taken up, and it was decided to hold same at Toronto during Exhibition weeks—the last in August and first in September. The school will be conducted during the first week and the business convention during the second week.

A change in the program this year will eliminate the "post graduate" work of previous years, the convention getting down to real practical work and business talks.

A number of addresses and special features are in prospect, these being tentative and liable to change. Among them are an embalming demonstration by Prof. Stone; Upholstering Casket, C. E. Burgess; Overhead and Business Systems for the Funeral Director, W. J. Stewart, J.P.; Sanitation, Dr. McCullough; Registration and Shipping Requirements, Dr. Manchester; Casket Woods and How to Know Them, by an expert. Other features will be added before the program is whipped into shape.

Convention committees were appointed to go over and report on the work of the association; and program and entertainment committees were named and given free play to look after the social end.

At the conclusion of the morning session Secretary Matthems invited the Executive to lunch with the Lions Club at the Mossop Hotel, which invitation was accepted, the visitors being greatly struck with the proceedings of the "cubs."

It looks like a big time at the Convention this year. The school, as usual, will have a prominent lecturer and demonstrator to drill the students preparing for their exams. before the Board, and to give any necessary training to members who wish to attend.

COMING 1921 CONVENTIONS

Manitoba Funeral Directors' Association, Winnipeg, July 4, 5 and 6.

Saskatchewan Funeral Directors' and Embalmers' Assn. at Saskatoon on July 12, 13 and 14.

SASKATCHEWAN CONVENTION JULY 12-15

The executive of the Funeral Directors' and Embalmers' Association of Saskatchewan at a recent meeting of W. A. Edwards on Second Avenue, Saskatoon, formulated plans for the annual convention to be held in that city on July 12th, 13th, 14th and 15th next.

They also elected the following officers: President, Charles Taylor, of Rosetown, Sask.; vice-president, W. A. Edwards, of Saskatoon; and secretary-treasurer, James McGuirl, of Moosomin.

The program for the convention was arranged, covering varied activities for the entire four days. Arrangements have been made to have Professor A. H. Worsham, of Chicago, lecture and demonstrate on the art of embalming, etc. It is expected that at least 150 will be present, and 50 new applications to write for diplomas have been received.

Professional Notes

W. J. Hayes' funeral parlors at Shawville, Que., were damaged by fire recently.

Michael J. Dingan, for fifty years a funeral director at Guelph, Ont., died at his home there on May 2nd.

Archie Laing, another old-timer in the casket business, also died during the past month in Toronto. He was born in Oshawa, learned casket making with Luke Bros. there, took charge of the Woodstock, Ont., Burial Co., and from there went to the Eckardt National Casket Co., Toronto. He retired some few years ago.

Mr. Andrews, of Dominion Manufacturers, Limited, has returned to Toronto after making his annual tour of the West. He was greatly taken with the growth of the country since his last visit, and with the up-to-dateness of his many friends among the funeral directors west of the great lakes.

Mrs. Graham, relict of the late Geo. Graham, well known to funeral directors in the early days, died during the past month at her home in Toronto, leaving three sons, Harry, Norman, and Russell. Harry is superintendent of a casket manufacturing concern in Rochester, N.Y. Like his father, who became superintendent, he learned his trade with the A. J. H. Eckardt Casket Co., Toronto.

The Disney Undertaking Co., Oshawa, Ont., have placed in commission a very up-to-date motor ambulance for service in Oshawa. This is one of finest and most complete ambulances in Canada, comprising in its equipment every item that can possibly add to a complete and prompt ambulance service. There are electric lights, heater, first aid cabinet, and a specialty spring suspended cot for removing every jar, in the conveyance of the patient. The body is mounted on a powerful Cadillac chassis.

The American elm is not only picturesque, but is also a large and useful lumber tree. In the forest it holds its head aloft on a clean straight trunk. Its medium-sized flattened top is composed of many heavy twisted branches. The usual size is two to four feet in diameter and 80 to 100 feet in height, but elms eight to eleven feet in diameter and 120 to 140 feet high have been known.

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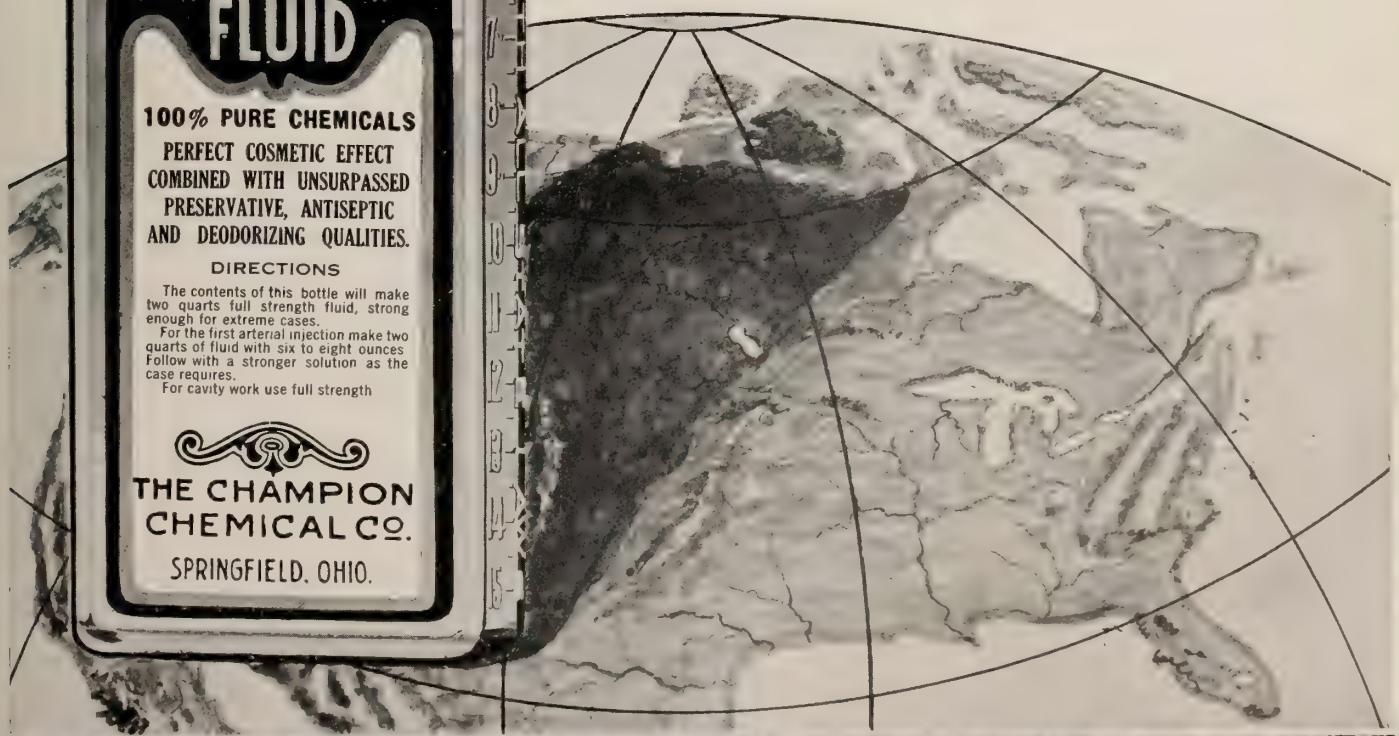
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Read These Articles

CAPTURING BUSINESS OF JUNE BRIDE

BUILDING BUSINESS THROUGH SATISFYING THE CUSTOMER

HOW SOME CANADIAN DEALERS INCREASED SALES

ELECTRICAL GOODS AS A VENTURE IN FURNITURE BUSINESS

INSURANCE QUESTION FOR FURNITURE DEALERS

BETTER HOMES AND BETTER FURNITURE

Toronto, June, 1921

Sterling



Furniture

See Our Display at Kitchener

DURING the Kitchener Furniture Exhibition, July 4th-9th, dealers will have the opportunity of examining our line of high-grade "Sterling" upholstered furniture, which will be on display in the Malcolm & Hill Bldg., Kitchener, Ontario.

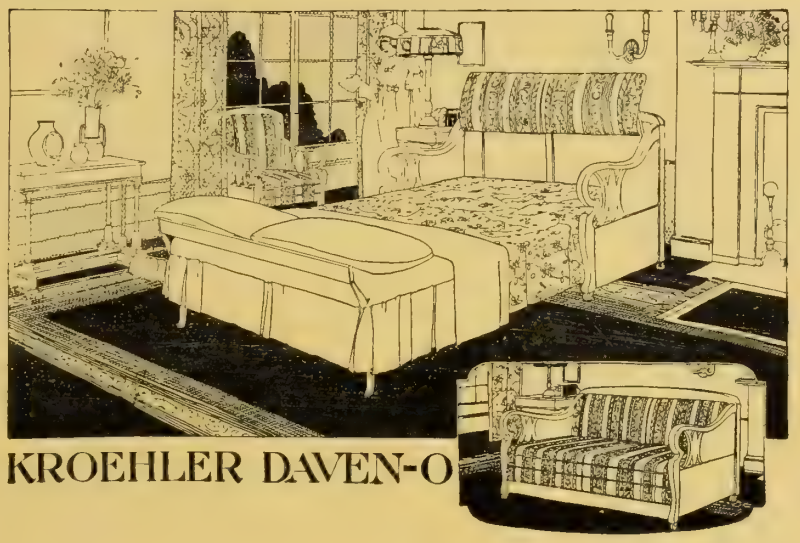
The enviable reputation of "Sterling" furniture has been rigorously upheld, and the new designs on display possess exceptional trade-building qualities.

To every dealer is extended a cordial invitation to visit our display.

W. J. ARMSTRONG, LIMITED - GUELPH, ONTARIO

STRATFORD FURNITURE

"THEY SATISFY"



KROEHLER DAVEN-O

The Kroehler Daven-o will satisfy the most fastidious desire for grace, comfort, and correctness of design, yet there is the added utility of a bed that can be used whenever it is needed.

Kroehler Daven-os and Bed Chesterfields are made in Period Designs with chairs to match. Tapestries and Velours of exquisite designs are utilized in their manufacture.

Tell your trade of the many advantages of Kroehler Furniture—its fine construction—its dependability—its superior quality.

Have you seen the
NEW KROEHLER DAY BEDS ?

THE KINDEL BED COMPANY, LIMITED

STRATFORD - ONTARIO

STRATFORD FURNITURE



5184

McLagan

We believe that when doing a thing we ought to do it well. We have always had this in mind in the past, and this suite of McLagan Furniture is fully up to our high standard of quality.

McLagan Furniture makes a strong appeal to your customers at first sight, and this first favorable impression is confirmed by sound judgment under more critical examination.

It establishes a dealer's reputation for quality.



The McLagan Fu

STRATFORD



7647—5180



5187

STRATFORD FURNITURE

Furniture



5188

A sale is never based on price alone. Before value can be arrived at price must be considered in conjunction with quality.

McLagan Furniture is of undisputed quality, and the merchant who handles it soon realizes that it is a real asset to his business—an asset which actually costs him nothing.



5189A

niture Co., Limited

ONTARIO



5189



5182

STRATFORD FURNITURE



No. 215 Vanity Dresser

Furniture for

In furniture for the Chamber the Stratford Chair Line presents an ample variety of distinctive patterns in each of the favored period styles. In every case this furniture offers the added advantage of unsurpassed workmanship, perfect finish, and prices that compare most favorably with less distinguished goods.

Remember that we make a c
Living Room, Dining Roo



No. 215 Stool

THE STRATFORD

STRATFORD



No. 215 Bed



No. 215 Dresser

STRATFORD FURNITURE

the Chamber

The majority of your customers are looking for furniture that is pleasing in design, substantial, built along practical lines, yet is moderate in price.

Because Stratford Furniture answers these requirements, it has proved itself to be a profit-maker for the dealers who handle it.



No. 215 Chifforobe

ehensive line of chairs for the
Den, Bed Room and Library.

CHAIR COMPANY
ONTARIO



No. 215 Chair



No. 215 Rocker



No. 215 Bow End Bed

STRATFORD FURNITURE

OLD HICKORY FURNITURE

The best for outdoor use, constructed to give lasting service. Many designs, all of them good.

Reed Furniture For the Home

Built right and priced so as to sell quickly at a good profit.



THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD -:- ONTARIO

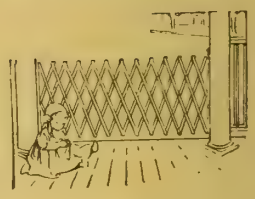
Verandah and Lawn Furniture



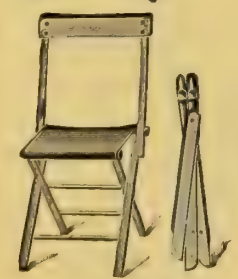
Stimulate trade during the summer months by featuring furniture for the Lawn, Verandah, and Summer Cottage. Live merchants find this line just as profitable as indoor furniture. Sales come quickly and easily if you use your windows to advantage.

Lawn Swings Folding Chairs Camp Stools and Cots
Folding Tables Children's Furniture Adjustable Lawn Chairs
Folding Extension Gates Suspended Verandah Swings

Our new No. 6 Catalog is just out. If you have not received a copy, write us.



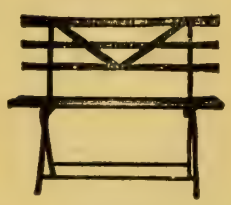
No. 67



No. 15



No. 22



No. 0



Ontario

The STRATFORD MANUFACTURING CO., Limited
STRATFORD - ONTARIO



Chamber Furniture

Those patrons of yours who want good furniture that is expressive of refinement and dignity, furniture that is not commonplace and yet not prohibitive in price, will be drawn to our productions.

Meaford furniture is built in period designs from first-class materials, and particular care is given to construction and finish.

Your enquiry will be given prompt and efficient attention.

The Meaford Line

Meaford Manufacturing Company, Limited
Meaford, Ont.







His First Outdoor Journey

A Glorious Sunshiny Day—
The New Sidway Arrived—
And Baby Takes His First Airing

WHAT shall you look for in a reed baby carriage? Beauty of course. Only hand weaving of genuine reed can give the graceful shapes and pleasing designs of Sidway carriages. Strength — Sidway carriages are sturdily angle-braced with steel; body, springs and wheels are extra strong. Comfort for mother and baby—Sidway carriages are adjustable, the hood is sliding; the long, sweeping pushers give easy balance in handling. Styles are smart, new and numerous.

JUST as the adjoining advertisement caused you to read these few lines, so will it arrest the attention of prospective buyers as they skim through the pages of their favorite woman's magazine.

Throughout the year similar attractive advertisements will be seen in the leading women's publications of America, which is one of the reasons your customers are sold on the "Sidway" before they enter your store.

Our catalog gives you more details of this and other "Help-the-Dealer" advertising. If you have not received a copy one will be sent on request.

Sidway Mercantile Co.

Children's Vehicle Manufacturers

TORONTO, ONT.

"We make what sells best in your territory."

Sidway
Reed and Collapsible Baby Carriages

Camp and Verandah Furniture



No. 35 Chair

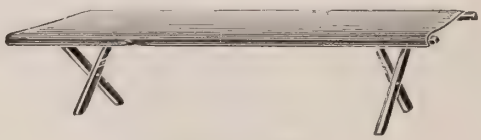
All styles of Reclining and Folding Chairs.
Folding Camp Cots—three styles.
Folding Camp or Card Tables.
Beach Rests and Lawn Seats.

We Make a Complete Line.



No. 5F Chair

Summer is here.
Your customers are buying these goods.
Are you selling them?



Hotel Cot Bed

Business is good with the merchant who gets after it, and is prepared to supply his customers.

Put in a sample stock and you will be able to please and satisfy every customer. If you haven't our catalog write for No. 39, with price list. Enquiries given prompt attention.

Otterville Manufacturing Company, Limited

OTTERVILLE :-: ONTARIO



No. 477—DINING SUITE (Queen Anne)

Knechtel Furniture

Care in the choice of high-grade walnut, combined with workmanship of quality, has placed this Queen Anne Suite—No. 477—in distinct favor with the trade.

Our long experience in the manufacture of good furniture and our constant study of the needs of the trade, place us in a position to supply you with merchandise that you can sell at a profit.

Suites for Diningroom and Bedroom in the periods of Louis XVI, William and Mary, Hepplewhite and Sheraton.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

CAPO

(Not Kapoc)

A Most Reliable Mattress

100% Pure Egyptian Comber



OUR Capo Mattress is a popular, reliable product. The distinctive qualities possessed by Capo have been preserved as far as possible by keeping it pure, and refraining from mixing it with any other mattress filler, as mixing usually impairs some of the good qualities of each of the fillers.

This mattress is a ready seller and is profitable to the dealer who handles it.

We also manufacture a pure Kapoc mattress of exceptional qualities which will give satisfaction to you and your customers alike.

The Canadian Feather & Mattress Company, Limited

TORONTO - OTTAWA



40th Season of the Chicago Furniture Market

June 27th to July 28th

One of the most important retail furniture merchants in the furniture industry said, at the January Market:

"Furniture dealers may see more lines, more grades of furniture that go to make up the stock of a retail furniture store, at **1319** than at any other building in America."

1319 IS FURNITURE HEADQUARTERS FOR THE RETAIL FURNITURE BUYERS OF THE WORLD.

"1319"-Chicago

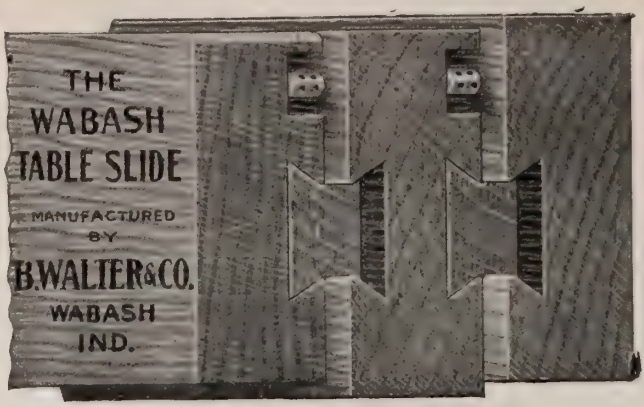
The Big Building

Manufacturers' Exhibition Building Co., 1319 Michigan Ave., Chicago

THE
HEART
OF YOUR EXTENSION
TABLE IS THE
SLIDE

YOUR TABLE IS
CONDEMNED IF THE SLIDE
DOES NOT WORK
PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES.
ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at
Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

TALKING ABOUT FALL TRADE!
HAVE YOU SEEN OUR BIG VALUES?

We have now on the road the finest business-getting line we have ever produced.

DO NOT FAIL TO SEE. TO SEE IS TO BUY

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

The Gendron Manufacturing Co., Limited



Makers of

BABY SLEIGHS

BOYS and GIRLS SLEDS

BOB SLEIGHS

All Shown in Grade "D" Catalogue

Order now for early shipment

The Gendron Mfg. Co., Limited, Toronto

LLOYD SHIPPING RECORDS BROKEN AGAIN IN APRIL

THE LLOYD MANUFACTURING COMPANY broke all shipping records in March when business was generally reported at a low ebb.

THE LLOYD MANUFACTURING COMPANY swept its March records aside in April like a mighty wave sweeps over a tiny row-boat.

THE LLOYD MANUFACTURING COMPANY has been employing 33⅓ per cent more workers than ever before.

THE LLOYD MANUFACTURING COMPANY has more prospective business than ever before in its history.

THE REASONS

1—BETTER MERCHANDISE FOR LESS MONEY because of decreased labor costs through Marshall Burns Lloyd's remarkable inventive genius.

2—GREAT NATIONAL ADVERTISING in which Lloyd invests more than all competitors combined to boost dealer's business.

3—LIVE WIRE DEALERS who are fighters and who are tying up to Lloyd's campaign in every possible manner.



TO ALL LLOYD DEALERS—

We earnestly beg that you look over your stock and rush reorders to us immediately. Generally increasing consumer demand, pulling power of Lloyd's national advertising campaign, combined with a natural demand for Lloyd's merchandise because it is better and costs less, all help to keep this factory humming day and night. Keep your Lloyd stock up and get your orders in early so as to be sure of the best kind of service.

THE LLOYD MFG. CO.

MENOMINEE :-: MICHIGAN

THE MINIMUM OF SALES EFFORT

King of playthings, and very useful. A staple article, and sells all year round.

Runners interchangeable with wheels are supplied for winter use.

No. 2
The Standard
Big Seller

PRICES QUOTED
VERY PROMPTLY

Also Prompt Deliveries



MANUFACTURED BY

The Woodstock Wagon & Mfg. Co., Ltd., Woodstock, Ont.

Special Representatives: Bissett & Webb, Winnipeg; D. Smith, Calgary; Fred. C. Myers, Vancouver; Louis Duhamel, 245 Stewart St., Ottawa.
Maritime Representative: A. W. Cope, St. Lamberts, Que,



Our Special Offer to buyers in gross lots will interest you. Write for particulars.

Furniture for the "Month of Brides"

Every cosy little home that's being furnished and fitted out just now should have at least one of these useful and convenient "Elite" Folding Tables.

When you're helping the bride with her furnishing problems the suggestion of an



will be gratefully received.

The "Elite" sells so fast that you'll be surprised to see how quickly your stock runs out.

A window display of this handy, ever-useful, folding table will pull big results at this particular time.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **DEPT. W LONDON**

CHESTERFIELDS CHAIRS COUCHES

A "Super Upholstered" Line for "Better Homes"

Write

Grand River Upholstering Co. : Galt, Ont.

Mid-Summer Furniture Exhibition

Waterloo County Furniture Exhibitors' Association

Invites You to the Mid-Summer Furniture Exhibition at

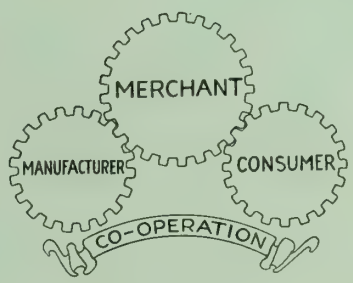
KITCHENER–WATERLOO

July 4th to 9th inclusive, 1921

BE OUR GUEST

CLUB ROOMS - OUTDOOR ENTERTAINMENTS
GOOD TIMES - GOOD FELLOWSHIP

FULL DETAILS WILL BE MAILED LATER



EXHIBITORS:

W. J. Armstrong, Limited
Anthes Baetz Furniture Co., Limited
Art Furniture Co., Limited
Baetz Bros. Furniture Co., Limited
Baetz Bros. Specialty Co., Limited
Beaver Furniture Co., Limited
Crown Furniture Co., Limited
DeLuxe Upholstering Co , Limited
Fischman Spring Co.
H. W. Glady Upholstering Co.
G. Hachborn & Co.
Jacques Furniture Co., Limited
The H. Krug Furniture Co., Limited
J. Kreiner & Co.
The Lippert Furniture Co., Limited
The G. J. Lippert Table Co.
Malcolm & Hill Limited
J. C. Mundel & Co.
Reitzel Bros.
Specialty Upholstering Co.
Snyder Bros. Upholstering Co., Limited
Snyder Desk Co., Limited
Schierholtz Furniture Co.
E. O. Weber, Limited
Wunder Furniture Mfg. Co., Limited
Waterloo Bedding Co., Limited



No. 62
Chiffonette
Top, 22x40



No. 62
Dresser
Top, 22 x 48
Glass, 26 x 36

Beauty, Reliability

This new suite in the Italian Renaissance Period upholds the Jacques reputation for quality. The design is simple but very attractive, and the bow end bed is featured. Inlaid with holly and ebony, a delightful new two tone effect, in walnut only.

This production along with many others will be shown at our exhibition of furniture, July 4th to 9th, to which all furniture men are cordially invited.

The Jacques Furniture Company, Limited, KITCHENER ONTARIO



No. 62, Bed
Head, 52"
Foot, 35"
Slat, 54"



No. 62
Vanity Table
Top, 19 x 46
Glass, 20 x 28
Glass, 8 x 22



Shaft 5511
Shade 21-0-20"



Shaft 5521
Shade 22-0-20"

VISIT US

AT THE

ANTHES FURNITURE BUILDING

DURING THE

JULY FURNITURE EXHIBITION

JULY 4th TO 9th—1921

Anthes Baetz Furniture Co., Ltd.

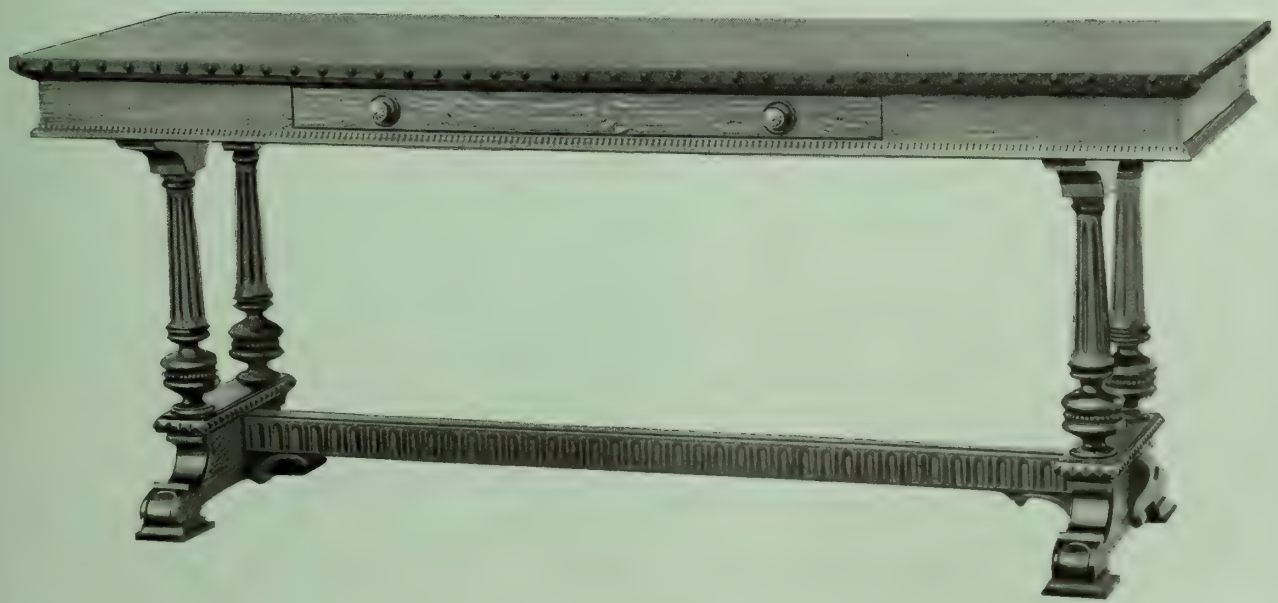
Dining Room
Chamber
Furniture

Baetz Bros. Furniture Co., Ltd.

Living Room Furniture
Upholstered Goods
Pedestals
Tables
Tea Carts
Etc.

Baetz Bros. Specialty Co., Ltd.

Portable
Electric
Lamps and Shades



1012

July 4-9
Furniture Exhibition

AT this time, when every dealer—no matter in what business—must keep closely in touch with trade conditions, a visit to our Furniture Exhibition will be of good value to him.

Numerous new and pleasing designs in distinctive medium-grade furniture will be shown.

This class of furniture should make a strong appeal. The prices are right, and from the dealer's viewpoint it has the qualities that ***sell.***

MALCOLM & HILL
LIMITED

Head Office:
Kitchener, Ont.

Branch Factory:
Listowel, Ont.

We Invite You

to come personally and inspect the Snyder line of livingroom, library and office furniture which will be on display in the showrooms at the factory, Waterloo.

We are making special efforts to produce new features for the Mid-summer Exhibition and can assure our many friends that a visit to our showrooms will prove both interesting and profitable.

SNYDER BROS. UPHOLSTERING CO., LIMITED
SNYDER DESK AND TABLE CO., LIMITED
WATERLOO, ONT.

DEALERS who emphasize quality productions should make a point of seeing our many new and exclusive designs in exquisitely executed furniture creations, which will be on exhibition in our showrooms from July 4th to 9th inclusive.

This line will make a strong appeal to those of your customers who desire an ideal combination of beauty, workmanship and utility.

We cordially invite all furniture men to pay us a visit.



The H. Krug Furniture Co., Limited

Kitchener : Ontario

Good Taste In Upholstered Furniture



No. 608 Arm Chair

¶ Woeller-Bolduc Upholstered Living Room Furniture is always popular. Its ample and comfortable proportions readily catch the eye of the prospective customer. On close inspection the workmanship, design and high-grade coverings are strong factors in making this suite a ready seller.

¶ Permanent Showrooms in Waterloo; in the Wilder Bldg., Montreal, Mr. A. T. Edwards in charge; in Vancouver at 322-324 Water Street, Mr. V. H. Wetmore in charge.

	Tapestry Grades	A	B	C
No. 608.	Chesterfield	$81	$87	$93
No. 608.	Chesterfield	44	48	51

Woeller, Bolduc & Co.

Waterloo, Ont.



No. 608 Chesterfield

UPHOLSTERED FURNITURE

Chesterfield $84.00
Arm Chair $41.00
Rocker - $41.75

Medium Grade Furniture properly built will give your trade almost the same satisfaction as that of higher grade—with the additional advantage of a price within their means.

The Chesterfield shown is built with this idea predominating—the construction is strong, springs and filling are of good quality, and coverings are very attractive.

We also make Couches in many designs



See our exhibit at the Kitchener - Waterloo Furniture Exhibition July 4th to 9th.

SPECIALTY UPHOLSTERING COMPANY

Waterloo - Ontario



Wheel Bassinets
Drop Side Cribs in Wood
Baby Walkers
Cradles

Reed High Chairs
Reed Rockers
Commode Chairs
Play Yards

We are now getting out a new catalogue

Agents for
C. H. Hartshorn

Baby Carriages
Strollers
Sulkies

Gem Crib & Cradle Company
OF CANADA
Kitchener, Ont.

Dealers Please Note Change of Name

The name of the Quality Mattress Company, well-known manufacturers of "Quality" mattresses, has been changed to The Waterloo Bedding Company, Limited.

Under this name the same superior grade of mattresses will be manufactured as in the past, and the same care will be taken to produce an article that will be a credit to manufacturer and dealer alike.

We take this opportunity of expressing our sincere appreciation of the very amicable relations that have existed between us and our many dealer friends.

Waterloo Bedding Co., Limited

Waterloo - Ontario

Visit Our Showrooms at the Auditorium Queen Street South

JULY
4th to 9th inclusive

From the 4th to the 9th July (inclusive), our showrooms will be given over to a special exhibition of attractive new furniture creations, to visit which we extend to you a cordial invitation.

We feel that every dealer will derive pleasure and benefit, and we assure you of a hearty welcome.

G. H. Hachborn & Company - KITCHENER ONTARIO

Careful Selection

As an individual customer does not buy a suite of furniture every day, it is with the greatest care and deliberation that a selection is made.

The unmistakable charm of the Queen Anne design, the masterful yet delicate finish so apparent in ART Furniture, all weigh heavily in its favor.

Write us for Quotations.



Art Furniture Co., Limited
Kitchener - Ontario

A Reminder of July 4-9



THE wide-awake dealer realizes that there is a steadily increasing demand for high-class upholstered furniture, and no opportunity should be missed of benefiting from this profitable line.

The Exhibition which we are having in our showrooms July 4-9 should be of interest to every furniture man, and a cordial invitation to visit us is extended.

Newest designs and ideas in the upholstering world will be shown.

H. W. GLADY UPHOLSTERING COMPANY
WATERLOO :: ONTARIO

You Are Always Welcome

Visit our permanent showrooms during the Kitchener Furniture Exhibition July 4-9

Furniture dealers visiting Kitchener should not fail to call at our permanent showrooms, and view our line of high-grade furniture which will be on display.

There are many new designs which will be of interest to furniture men who are keeping up with the times.

We extend a cordial invitation, and assure you of a hearty welcome.

The Wunder Furniture Mfg. Co., Limited
36 King Street West, Kitchener, Ontario

Exhibition Announcement

We desire to inform the trade that our complete line of fine furniture, including many new period designs in Cane Back Chesterfield Suites, Stuffover Chesterfield Suites, Chairs, Rockers, Smokers' Stands, Novelties, etc., will be on display at Kitchener in

The Malcolm & Hill Showrooms

from July 4th to 9th inclusive

All furniture dealers are invited to come to Kitchener and inspect our display. The visit will be well worth your while.

JOHN C. MUNDELL & CO., LIMITED

ELORA :-: ONTARIO

An Exhibition of Quality Furniture

Do not fail to visit our display of Quality Furniture, which will be held from the 4th to the 9th July, at

22-24 King St. E., Kitchener

We are showing a full line of dining-room suites and special buffets, which, in comparison with the quality, are very attractively priced.

A cordial invitation is extended to all furniture men

Reitzel Brothers

Waterloo PHONE WATERLOO 236 *Ontario*

CAPTURING BUSINESS OF THE JUNE BRIDE

Opportunities for furniture dealer—Important features of summer trade—Means lifetime accounts

By Staff Editor

THE business of the June bride is particularly welcome to the furniture trade. It means, besides added trade, the opening up of new accounts that may last a lifetime—that will last a lifetime, if given proper attention in the way of service, courtesy and the little amenities of business that takes the dull grind off our daily work.

An increasing number of furniture dealers are now catering to this particular line of trade. They prepare for it; they advertise the fact; they make displays, and they offer suggestions and hints that help prospective home owners in choosing the furniture articles needed in the home. This, of course, also brings increased business to the store.

A London Firm Makes Bid

To give one of a number of examples, the Ontario Furniture Co. of London, Ont., during the whole month of May in their advertising made mention of the fact that they were preparing for "June bride trade." Window trims were put in; interior displays of livingroom, diningroom, bedroom and kitchen were arranged—all with the purpose in view of showing to engaged couples just what the store could supply in the way of home furniture and home needs.

Young couples entering on the starting of home life are not too anxious to buy immediately; they "just come in to see," and the Ontario Furniture Co. knowing this prepared for the lookers early in the season. The ads. attracted some attention; the windows helped in the suggestion; and the interior displays created the wish of possession—the sales staff in the store did the rest.

June Bride a Welcome Visitor

The experience of the Ontario Furniture Co. is the experience of almost every furniture store in Canada to-day. The business is needed, and the "June bride trade" is an especially welcome visitor when sales are not so brisk, and where there is a tendency to decrease.

Last year and the year before a great many furniture stores went after the returned soldier trade—that is, the trade of returned soldiers who had gone to the war engaged to some nice young lady back in Canada, and who had returned home to be married.

That particular trade is not to be had to-day, nor is the buying of wedding presents as brisk this year as it was a year ago. True, there is this business still to be had, but the unemployment situation has to be considered, and as a result wedding presents are not being bought in the same volume as last year.

Complete Home and Room Outfits

But home outfits are being bought. Both Messrs. Cook and Yolles of the Sterling Furniture Co., Toronto, say their business in this line is good. Young couples come into the store and buy furniture for the whole home. They pay cash, too, for the Sterling store is a cash store. In fact, the principals say their store is the only strictly furniture, strictly cash store in Canada. They do not carry carpets nor housefurnishings, but furniture for every room in the house.

The "June bride trade" with this house is a big item, and the staff has been busy with young housekeepers for the past two months. Advertising in the dailies and window displays are the chief methods the Sterling Co. use to draw attention and trade to their store.

One of the obstacles to the sale of more furniture has been found, according to the Sterling Co.'s staff, in the fact that it is almost impossible to get a house to rent. As a consequence, furniture for apartments has had a vogue during the past year, the house owners saving the money intended for complete home outfits to make a deposit on buying a house or waiting until there are more houses offering for rent.

Month's Rent Attracts Sales

An incident in this connection was told showing what one dealer was doing in regard to this. This firm, outside the city, offered a month's rent free with every outfit sold to furnish the home of newlyweds. This was done to "give a helping hand to young couples when most needed at the setting up of their little homes."

In catering for this "June bride" trade it is well for furniture dealers to remember that the bride to-day wants the latest in everything. If she has been accustomed to modern conveniences in her parents' home, she will not be without them in her own; if she has not enjoyed these conveniences before she will try to have them in her own home. Accordingly, in seeking after this trade, it is well to lay strong emphasis upon the latest styles of furniture, on selling rugs instead of carpets, on selling vacuum clean-



ATTENTION, JUNE BRIDES!

IF you're contemplating accepting the nuptial vows in the merry month of roses, now is the time to look around and decide just what kind of furniture you will want for the new home. Without any obligations whatever you are welcome to come in and see our wonderful display of new furnishings. If there's something you really would like to own, we will set it aside for you for future delivery.

THE ONTARIO FURNITURE CO., LTD.
London's largest home furnishers.
228-230 Dundas St.

The June Bride is the key to big furniture sales and this is how the Ontario Furniture Co. is getting after it

ers and electrical contrivances instead of the old-fashioned articles; of the latest in beds, mattresses and furnishings—the things that are modern, that save labor in the home, and that are beautiful as well.

Furniture Store Rents Houses

There is a furniture firm in the West that always have the newlyweds or about-to-be weds in mind. This firm has a rental department where homes of all sizes are listed. This department keeps a record of homes with names of schools, churches, etc., in the vicinity. When a prospective customer asks about a house, after the number of rooms and rental amount are stated, pictures of houses are shown, and a car will take the prospect to see the house.

No charge is made for this, but it is a pretty safe bet that this service has brought many furniture purchasers to the store.

Furniture Exhibition in Store

Another furniture store west of the lakes, the Banfield store at Winnipeg, puts on yearly a "Modern Home Show," or some exhibition of a similar nature, which lets people know what are the new things in furniture and furnishings.

A scheme that might be worked with such an exhibition is to compile a list of bridal couples—these could be secured through perusing the society columns of the daily papers—send them special invitations, and through newspaper advertisements invite general public also.

To properly go after this "June bride" business some advance planning is necessary. The advertising and displays should be gone over. In these appeals should especially be made to new home owners and prospective newlyweds.

It is a mistake to make the appeals wholly on price. Furniture dealers should rather try to awaken the pride of possession in the mind of the prospective bride and groom than advertise cheap furniture, thus making good furniture seem expensive.



Winnipeg firm goes after June bride business in newspaper advertising

Popular Bride Contest

A plan that has worked well in the past in some localities, especially manufacturing centres, is to hold a "popular June bride" contest. An announcement that the young woman married during June receiving the most votes up to June 30 will be presented with some piece of furniture, which gift could be made the central feature of a window display.

Votes could be given to purchasers for every $10 or $25 worth of furniture. This or a similar scheme has the advantage of attracting the trade of relatives and friends of "June brides" to the store.

Importance of Window Display

There are many ideas that could be tried out by furniture dealers that seem to lead to success. But try something new each year. Of course window displays are not new, but being fixtures in the store, windows can be put to work, and there are an infinite variety of trims that can well be tried.

A window full of wedding present suggestions should prove a drawing card for at least a week. Small furniture articles like foot-stools, small rockers, presentation chairs, pedestals, etc., could be worked well into an attractive display.

For a background for a "June bride" display a church scene is appropriate. One such window was used last year, the picture being given some life through the use of wax figures.

A dealer in a small town a year ago trimmed a somewhat similar window on a small scale by using one of those little chalk churches we see around Christmastime, with a doll bridal party leaving the church. The church was lighted at night. Behind this was grouped many items of furniture suitable for wedding gifts.

Enormous Sums Spent by Big Stores

There is an almost infinite variety of arrangement that could be made in the "June bride" window. Some of the big stores in the large cities of Canada and the United States make elaborate preparations for their June trims. The Eaton, Simpson and Murray companies, Toronto; the Montreal, Ottawa and Winnipeg department stores, and the stores in other cities likewise make showings depicting wedding scenes.

One of the large New York stores recently laid out a diningroom suite in one of their windows, the table being set for a wedding breakfast. Everything that could be thought of to give the last added touch was put into the trim—even to the canary singing in its cage was there. So perfect was the display that the newspapers made mention of its beauty and air of contentment.

If you are a furniture dealer and have not yet pushed strong for this business, don't you think it's about time that some effort was made in that direction?

NOVEL WINDOW SETTING

A novel window display was made last year by a large furniture house in one of the big centres. Large, gilt-framed pictures of foreign brides in national costumes were placed at the rear of the window. Some of the nationalities represented were Italian, French and Chinese, while tucked in the corner of each portrait was a spray of orange blossoms.

Sufficient space was left at the centre rear for a much larger frame, only this one bore no portrait, but was left hollow like a stage setting. There was a stairway leading from the frame to the floor outside, and on this stairway was the wax figure of a bride, fashionably attired in a Lucille bridal gown and wearing a tiny string of pearls and a large diamond cluster. She carried a bouquet made entirely of satin ribbons.

Inside the picture frame, which had a depth of several feet, were colored cardboard cut-outs to represent the bridesmaids and flower girl. On the orange-blossom-strewn floor along the front gift suggestions were greatly in evidence.

Personality, language and adaptability are the three chief requirements to sell harmonious furnishings that make "better homes."



Layton Bros., a Montreal music house, used this livingroom window display to specially emphasize their player-pianos. It is a very good furniture trim at that, and shows how progressive are dealers in other lines when it comes to dressing their windows

SHOW WINDOWS AS SILENT SALESMEN

Make displays the index of the store—Window equipment should harmonize—Changes necessary

By Turner Jones

IF you will permit me to say so, to my mind the show window is not a *silent* salesman. While the window does not speak a language or tongue, it really does speak very forcibly of the style and quality of furniture you sell, and of the character of the business conducted inside. Just as the face of every man is an "index to the soul," so the window acts as an index to the store, and the appearance of the window is, therefore, of utmost importance.

Not only is the appearance of the show window of vital importance, but that of the entire store front. The entrance should be simple though attractive and inviting, and window and front should thoroughly harmonize. Your salesmen can no doubt sell furniture when the customer is once inside. The problem is how best to draw them in. The answer would apparently be in making your entire store front attractive.

Every store front should be designed to fit the immediate locality it serves, the class of merchandise sold, and, in short, the characteristics of the individual merchant. The kind of window best suited to your store perhaps would not do at all for the store of Bill Smith, and his window would be entirely out of place and harmony with your store. Therefore the first and one of the most important things is designing, making the windows and front just as attractive as it is possible to make them. Just keep in mind that these show windows are nothing less than outdoor display cases, the construction of which should be such that they merely serve as a setting for your merchandise. The goods themselves will be the first thing to attract the eye of the prospective purchaser. The floor of the window should be not less than eighteen inches above the level of the sidewalk.

Window equipment is also a thing of importance. Unless you have draperies, window cards, etc., which are particularly suited to your style of windows, you cannot properly display your furniture. The design, color and material of your window accessories should not be overlooked.

They should harmonize both with your windows and with the furniture to be displayed. When the preparation of the window is complete, the next thing is the arrangement of the stock.

Change the windows frequently; every week is not too often. A window display of seasonable furniture is always attractive. Place all your styles in the window, but not all at the same time. One week show bedroom furniture. Next week show a diningroom suite. Substitute light for heavy displays. Your turnover will surely show a heavy increase if you attend properly to your window displays.

DON'TS FOR WINDOW TRIMMERS

DON'T ever dress the window for any purpose other than as a means of advertising your goods.

Don't forget that the window, like newspaper advertising, is intended to bring results.

Don't stick to one style of trimming. Branch out. "Variety is the spice of life."

Don't depend too much on fixtures.

Don't wait until Saturday to wash your windows.

Don't let your window displays get dusty and stale.

Don't forget that dirty windows shut out trade as well as light.

Don't put in freak displays that have no connection with your business.

Don't neglect to have neat, attractive show cards.

Don't fear people will think you haven't the stock just because it is not all in the window.



VIEW of a section of the furniture department in The Hudson's Bay Company's store at Calgary, Alta. The model furnished bungalow is shown in the background. To the right is the office for the furniture department.

SPLENDID DISPLAYS MADE BY THE

ONE of the finest furniture displays in the West is that made by The Hudson's Bay Company at Calgary, Alta. In their large and splendid store there the entire fourth floor is devoted to furniture stocks and displays, and the illustrations given on this and the opposite page give a good idea of the extent, range, variety and method of display.

The furniture section of this store covers a space of 100 x 245 feet. The arrangement of stocks is always attractive. "Furniture well displayed is half sold," is the floor manager's motto. A complete change of display is made weekly, every line of furniture being displayed in season and in turn. This complete change of front that greets the customer every week makes for a strong power of suggestion and is worked to the limit.

ANOTHER view of furniture section, showing magnificent display of summer furniture lines.



LOOKING away from model bungalow over upholstered and diningroom furniture displays.



HUDSON'S BAY CO. AT CALGARY

One of the features of this furniture store is the model bungalow. This is redecorated once or twice a year, and the furniture in it is changed twice a month.

Geo. Salter is manager and buyer of this furniture department. He is a good type of the Canadian business man. He was for eighteen years with the T. Eaton Co., Toronto, under Mr. Ed. Bussell; two years in charge of the furniture and house furnishings departments of the C. W. Sherwood Co. of Regina, Sask.; and has been six years in his present position. He is well known to the trade all over Canada, having twenty-six years of continuous service in departmental store work.



LIVINGROOM furniture, odd pieces, and chair stock displays—a fine view of another section of this grand furniture store.

STUNTS OF CANADIAN DEALERS THAT MADE MORE SALES

Increased cash sales by offering discount—The "oldest stove" competition—Balloons help furniture store advertising—Feather guessing contest.

REDUCTION SALE FOR CASH

THE Thomas Furniture Co., London, during May put on a number of special stunts. One of these was a "Coupon Sale," which for one day (Saturday, May 7) the prices on all stocks in the store were reduced 15 per cent. to all customers making cash purchases who brought with them a coupon clipped from the previous day's paper, in which the firm carried a whole page ad.

Previous to this sale the company held a "Sentence" competition for a Moffat gas range. The first and second winners were women of London, who sent in the sentences "Thomas Furniture Co. turns houses into homes," and "Mother's store for father's cash."

Besides the various departments of the general furniture store the Thomas Company conduct a "Bargain Basement" in which can be purchased many articles, like tea, coffee, soap and canned goods, sold in the grocery store.

NOVEL STOVE COMPETITION

R. T. HOLMAN, LTD., Summerside, P. E. I., conducted during the first half of May an "old stove" competition. Competitors were limited to those who had bought any stove from any person on Prince Edward Island. Two questions were asked—"Have you the oldest range?" and "What is your ideal range?"

Coupon forms were printed in the principal papers of the Island and these were to be used by competitors. The prizes offered for the best answers were: For the person who sends in the best description of a range that embodies all perfections and improvements—a Holman Reliance steel range, valued at $87; for the second best description—a 3-piece set of aluminum kitchen ware: for the name and location of the oldest stove or range in use on Prince Edward Island (must be doing all the kitchen work for the home)—a 24-piece set of enamel kitchen ware; for the name and location of the second oldest stove or range in use on P. E. Island—a golden oak rocker; to all persons who have been using any stove or range for 10 years or more—a subscription to McClary's Magazine.

The prizes were put on display in one of the Holman show windows.

ADVERTISING WITH BALLOONS

WHEN the Adams Furniture Co. opened their new store on Yonge Street, Toronto, last year, one of their means of advertising the event was the letting loose from the roof of the building a number of small gas balloons, each carrying a card allowing the finder a discount when presented at the store on goods purchased.

One of the balloons contained a ticket for a grand prize.

The publicity given this event prompted an American furniture dealer to try the same stunt. How it worked is told by an Indianapolis newspaper in a recent issue. A Mr. Lamont of New Haven, Ind., is telling the story to the newspaper man:

"On Wednesday evening, April 13, my wife, while looking toward the sky, observed what appeared to be a large balloon, or a number of small ones, moving in a northerly direction, but slowly approaching the earth. She called my attention to the object and we watched together until it alighted about 500 feet north of the house.

"My niece with her two children were visiting us at the time. I asked the oldest child to go see what the object was, and, if possible, bring it to us.

"Imagine our surprise when the child brought five small balloons, tied together. It appeared that there had been seven of these at the time of their release, as two of them had burst, possibly because of having risen to an extreme height. On closer examination I discovered the balloons bore the name of the World's Fair Furniture Company, and I decided at once that an advertisement that could sail in the air for a distance of 125 miles was a fact worth reporting.

"I then wrote to the Indianapolis firm to ask when they had released the balloons, so that I might know how much time had elapsed between release and the time the balloons came to earth near my home. The reply received declared that the little airships had been released in the afternoon of the day of landing, and had travelled the distance of 125 miles in about two and one-half hours."

STORE HOLDS FEATHER GUESSING CONTEST

ONE of our large Canadian furniture stores, says an exchange, recently held a guessing contest in conjunction with a clearance sale, which was productive of much publicity and business for that organization. Prizes amounting in all to $250 were offered and the store felt that it was more than repaid in the amount of advertising, as well as customers which the contest brought. A biscuit box, with one end made of glass, and stuffed tight with feathers, was displayed in the window of the store. People were called upon to guess the weight of the feathers in the box, two bags of feathers being exhibited alongside the box, each bag bearing a card telling the weight of its contents. Thus contestants were guided in a measure in making their decision. Around the box was a display of pillows and other furnishings. The prizes awarded were in the form of merchandise. The contest brought many people to the store.

MADE IN BRANTFORD WEEK

BRANTFORD merchants during the first week in May held a "Made in Brantford" exhibition and sale. The slogan adopted for the week was "Made in Canada —Better Still Made in Brantford." A combined page space was taken by the dealers in their local paper to advertise the event.

ELECTRICAL GOODS AS A VENTURE IN WEDDING TRADE AND ITS RESULT

How an inexperienced, but alert-minded, furniture dealer was induced to sell electrical goods

A COUPLE of years ago a customer entered the store of a certain furniture dealer, and asked to be shown some articles which would be suitable for a wedding gift to a friend. The customer explained that he wanted something "nifty" that would cost but a moderate sum of money. The dealer showed him his furniture stock, but there was nothing that caught his fancy.

The fact of the matter was that the furniture stock was not only small, but besides that it was not well-assorted. That was to be explained by the further fact that the dealer had not been long operating a store. But if he lacked business experience he was not lacking in business instincts, for when the customer expressed the opinion that something electrical was what he had in mind and that he would send to one of the department stores for what he wanted, knowing where he could get a catalogue, the dealer's mind was sufficiently alert for him to remark:

"I have the catalogue of one of the leading jobbers and if you will show me just what you want I will send and have it shipped by express."



Here is a suggestion for furniture dealers who are planning a better layout of their electrical department and other home needs.

Help and Advice from Traveller

The scheme worked, and just as the dealer was in the act of telephoning to the jobber, a traveller from that particular jobber entered the store, to whom he related his experienced.

The long and short of it was that the traveller not only took the order for the particular piece the customer had selected, but (it being the month of May) for an assortment of lines which were particularly adapted for the June wedding trade.

But while the traveller took the order for the said assortment of electrical lines he left a few things with the dealer when he took his departure. They were in the shape of suggestions for the dealer to work out in regard to making a special effort to cater to the June wedding trade in his particular vicinity, promising that when he returned in a week or two, he would give him a little further coaching.

Fortunately for himself the dealer was an apt pupil. He not only turned over in his mind the suggestions which the traveller had left with him, but he began to think out schemes for himself. And no one was more surprised than himself with the results.

"Why, it's even more interesting than working out problems in mathematics," he ruminated, as ideas began to roll in upon him.

That is usually the way when an intelligent man sets his "grey matter" to the task of working out ideas. Nothing in the business, scientific or mechanical world was ever created which did not have a prior existence in the mind of some thinking man. Of course lots of things have been created in the minds of men which have never actualized. That is because some of us are given to thinking, but not to acting.

But this particular dealer was a man who could act as well as think. It is true that some of the

ideas he worked out in his mind and carefully put down on paper were "blue-pencilled" by the experienced and practical traveller when he returned a week later. But some of them were not, and some of them which escaped the censorship were decidedly unique. Others were ideas he had gathered from a close study of trade papers, back copies, as well as current issues, which he had obtained from publishers, and from a perusal of catalogues.

Although his store window was rather small, and did not lend itself to pretentious displays, yet the dealer obtained some surprisingly effective ones. The fact that the town was small the number of people at any one time did not make a crowd in front of the window. But the displays had the effect of arresting the footsteps of the ones and the twos, and occasionally half a dozen or more persons might be seen gazing at them.

Wedding Scene in Window

The initial stunt he worked off was a scene depicting a marriage. From a local drygoodsman with whom he had formed a friendship he borrowed three wax figures and the necesary clothing to dress one in the attire of a bride and the others as groom and clergyman respectively, while on a good-sized card in the foreground of the window he had these words:

> "The bride and the groom are happy because their home is supplied with an electric toaster, electric heater, electric vacuum cleaner and a portable electric lamp from this store, and their wedding garments by John Brown, the drygoods man."

Nothing like it having been seen in the quiet little town before, it naturally attracted a great deal of attention and became the subject of comment in the homes of the immediate residents and of the surrounding farmers. It was in short, a decided hit. But hit and all as it was the dealer did not allow the display to wear out, for when he had come to the conclusion, which was in the course of a few days, that it had served its purpose, he one evening withdrew it and next morning had in its place another display, being upon the June wedding idea. And thus he kept alternating his displays. At one time it would be electric kitchen utensils. At another portable lamps. At other times he would show vacuum cleaners. Each and every display, however, was linked up with the June wedding idea.

Good Use of Printer's Ink

His efforts at drawing attention to his stock were not, however, confined to his window displays. He used printer's ink as well. Even before he had his initial display made he announced through the columns of the local newspaper and a circular which he widely distributed that on a certain day a wedding scene would be depicted in his store window. Accompanying the circular was a neatly printed list, together with prices, of electrical household appliances.

As his stock was small he kept a close tab on his sales, and promptly ordered a fresh supply of any line which was selling well. He was by this means not only able to keep his stock pretty well assorted, but to keep his capital, which was by no means large, working well.

Gratifying Results

The campaign was a gratifying one. In fact it exceeded his anticipations. And one thing which pleased him greatly was the fact that the special offers he made to attract the June wedding trade brought quite an increase as well to his ordinary business.

A LESSON IN PERIOD FURNITURE DESIGN

TYPE OF LOUIS XV. CHAIR

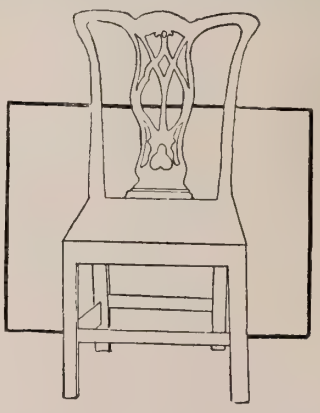
DURING the reign of Louis XV., the furniture assumed the most varied shapes and a variety of materials was used. Gilded wood was used widely, as were also many varnishes developed in imitation of Chinese laquer. The tapestries used for upholstering these chairs were ornate, showing vases, rocks, fountains and various scenes.



The accompanying illustration will give a faint idea of what Louis XV. furniture is like.

TYPE OF HEPPLEWHITE CHAIR

LIKE Chippendale, Hepplewhite furniture came into vogue through the issuing of a "Cabinet Maker and Upholsterer's Guide" in 1788 by Hepplewhite & Co. This style of furniture combined delicate ornaments with classic models, and was popular from 1775 to 1795.



The chair illustrated is a typical Hepplewhite piece, showing the pronounced cupid bow at the top rail. In the splat are embodied the Prince of Wales' feathers, which are typical of Hepplewhite's work.

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian FURNITURE WORLD AND THE UNDERTAKER

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EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

Subscription Rate $1.50 per year in Canada, Great Britain and British Colonies; $2.00 to the United States,

VOL. 12. TORONTO, JUNE, 1921 No. 6.

Make Your Plans Ahead

IT is well to know where you expect to go before you start out. In the same way it is desirable to have a definite plan in mind before starting a business campaign of any kind. A good deal of effort in merchandising does not bring maximum results, for the reason that it is not part of a definite campaign of action with a certain goal and purpose in view.

The furniture dealer who hopes to achieve the best results from his summer business this year would do well to make plans now as to just how he is going to go after his trade. Every step will then be taken with the idea of attaining a desired end. For one thing he should decide just what lines of endeavor he is going to make a drive on this year, both in regard to regular lines and the so-called specialties that are coming to form such an important part of the average furniture business. He should then lay out a campaign for securing the best possible results in those lines. Make up your mind now as to just what you expect to do this summer and how you expect to do it.

Buy a piece of furniture—and buy it now.

Getting After the Summer Resort Business

IT is none too soon for the furniture dealer to begin to give serious thought to the matter of summer resort trade. People are always making plans for the coming summer and it is none too early for you to introduce to them the fact that you can assist them in making their summer holiday more enjoyable. One firm known to the writer has already sent out one circular to customers who generally go holidaying in the summer. If you are located in a camping district you should now make your arrangements if you are planning to do any business at all in your district. The summer resort business gives promise of big proportions this year to every dealer who puts forth a real effort to secure his full share of this seasonable trade.

Buy a piece of furniture—and buy it now.

Introducing Additional Goods

THE furniture dealer who achieves the greatest success does not just supply the demands of his customers. He sells goods over and above actual demand. In short, he creates demand. This may be done in a variety of ways: display, advertising or personal talks. The latter method is not used by many dealers to the extent it might be.

The objection is frequently offered that customers do not like to be pestered by being asked to buy other articles than those they ask for of their own free will. There is no need of "pestering" customers, however, in endeavoring to introduce additional items. Travellers who visit your store would not remain on the road long if they did not attempt to sell lines over and above actual demand. And yet, you do not feel that you are being pestered by the average traveller. In fact, you have got to acknowledge that you appreciate many of the new lines that they introduce to you.

Buy a piece of furniture—and buy it now.

An Advertising Scrap Book

FURNITURE dealers will find an advertising scrap book of immense advantage to them in conducting their advertising most efficiently and with the least labor. There is a firm in Stratford, Ont., which uses a book of this nature to good advantage. All their advertisements are clipped out of the paper, dated, and inserted in the scrap book. They serve as a record of advertising done as well as a guide to further publicity. They offer suggestions of seasonable lines to advertise and give ideas for headings, introductions and subject matter, and in this way save much time for the dealer in the preparation of current copy. Some dealers also paste in all the good advertisements of other firms that they come across.

NOVEL PUBLICITY METHODS BRING TRADE

How some U. S. furniture dealers brought out buyers—Greenbacks as price tags—Four-hour sale brings $18,000 and advertisement brings 10,000 buyers—Jewelry leads to furniture sales

MONEY AS PRICE TAGS—PULLS CROWD

ONE hundred and twenty-five dollar bills, pinned on merchandise put in the display windows, the bills serving as price tags, helped a Michigan furniture store to sell $5,000 worth of furniture in one day. The novelty of the display, the values offered and the advertising given the sales stunt brought a record-breaking crowd to the store and moved the furniture as fast as the sales force, greatly augmented, could handle it.

In preparation for the sale the manager sent out 1,500 handbills, reproducing the page advertisement appearing in the daily newspapers. These bills went to country customers living more than ten miles from the town. The newspapers and the window display with its dollar bills were depended upon to get the city trade, and they did. A special policeman was hired to guard the window containing the money at night.

FOUR HOUR SALE RETURNS $18,000

A COLUMBUS, Ohio, furniture firm sold $18,000 worth of furniture and furnishings in four hours by a special "serve-self plan" inaugurated recently in its store. The idea was this: a special four-hour sale was advertised, customers waiting on themselves and being allowed 50 per cent. off sales when all cash was paid. This sale is held once a year, and is the only special sale held during the course of the year.

SPECIAL DISCOUNT BRINGS 10,000 BUYERS

A SPECIAL advertisement run in all the Chicago dailies brought 10,000 people into Rothschild & Co.'s store there in one day. Furniture sales totalled $160,000 that day, the salespeople numbering 105, twenty of them being on the store staff, the others extra. One of the salesman's total was $13,000. A Rothschild Furniture Club helps keep up the pep in the staff, and a dinner at the conclusion of the sale made for good fellowship among the help and good will between salespeople and principals.

The special drawing card was a reduction in furniture prices on all sales, where at least 25 per cent. cash was paid, on the understanding that no orders could be cancelled and no money refunded. The total sales aimed at were $100,000, so the result nearly doubled that figure.

COLD DRINKS IN SUMMER

The elements that make your store popular are: quality, price, complete stock, service, friendly atmosphere and convenience.

Tending towards the latter element, is the installation of a modern water cooler, consisting of a glass bottle. Water from a glass bottle looks more inviting and is more sanitary, which is an especial requirement with your lady trade.

Such an outfit is not expensive. Two 5-gallon bottles should be purchased.

Paper drinking cups are now used in the city department stores and are recommended for use if the store trade is exclusive and particular.

DISPLAY ROOM WITH MOVABLE WALLS

IN SACRAMENTO, Cal., is a furniture store that has built up big business on service and quality. One of the features of the store is a display room which has movable walls, allowing a change to be made so as to harmonize with any furnishings displayed.

JEWELRY TO INDUCE FURNITURE SALES

A DETROIT furniture company with branch store in Indianapolis finds a jewelry department a good feature. Besides being profitable in itself, the department is a good feeder for the home furnishings department, many young couples buying their first furniture in the company's stores.

ADVERTISING WITH ENVELOPES

ENVELOPES printed on the back with your advertisement banded five or ten together, and left at hotels and postoffice, distributed among school children, etc., make a good advertisement for retailers. Many of the envelopes will be mailed to nearby towns thus carrying direct publicity value. Those distributed to children should be marked "Take home to your parents." This can be printed on the bands.

NEW FORM OF GUESSING CONTEST

Here is a stunt that has been successfully tried by a furniture dealer in a small town across the line:

Find a quotation from some well-known writer which has an application to your store and print part of it in your newspaper advertising, omitting part, offering to present a souvenir or premium to every person coming into the store and bringing the advertisement and the balance of the quotation properly filled out, with the author's name given.

CHANGING KICKERS INTO BOOSTERS

The important question of complaints should not be taken as a joke, nor should it be left to the care of incompetent clerks. Kickers with the exercise of a little judgment can always be made boosters. If clerks are to handle complaints they should be educated to the point of realizing that "Every satisfied customer is the best advertisement," and take pains to satisfy them.

Seize upon every kicker thankfully as the opportunity to create another booster for your business. If you act with this vital thought in mind, your business will grow bigger and more profitable. If you leave this important matter in poor hands you may begin to wonder why your trade is falling off and the public going to the store of your competitor.

THERE ARE A GREAT MANY SIDES TO THE INSURANCE QUESTION

Survey of the problem affecting retailers and other business men—Some advice regarding matter

By W. L. Edmonds*

AS fires do not announce their coming it behooves retailers giving prompt attention to matters appertaining to their insurance. They should never put off till to-morrow that which should be done to-day. Here are two instances by way of illustration:

A certain Toronto retailer had taken a new line of goods into stock, running in value to several thousand dollars. He was very busy at the time, and had about made up his mind to defer placing additional covering insurance until the next day. Towards the latter part of the afternoon, realizing the danger of the risk that was involved in not giving the matter prompt attention, he telephoned the broker with whom he placed his insurance and arranged for the additional protection. It was lucky that he did so, for that very night his premises were visited by a serious fire.

The other instance was in New Brunswick. A certain merchant had moved into new premises, About a month after doing so he was called upon by a broker who suggested that he would, in view of the better class of building occupied, possible be able to obtain a lower rate.

"My insurance ran out a month ago," replied the retailer, "and I'm not going to renew it until I take my spring goods into stock."

Naturally the broker pointed out the danger incurred by such a decision, and finally obtained the retailer's consent to place insurance on his return to St. John, where he resided. This the broker did. It was on a Saturday he did so, and on the following Tuesday he was surprised to receive a telegram from the retailer, who in the meantime had not been informed that the insurance had been placed, announcing that through a fire in an adjoining building his stock had been seriously damaged by water. The extent to which he would have suffered financially, but for the interview with the broker, may be gathered from the fact that the insurance recovered was equal to 70 per cent. of the total value of his stock.

What is Proper Amount to Carry?

As to the amount of insurance each and every retailer should carry, that is a matter that should be governed by conditions, such, for example, as the nature of the business, the physical condition of the store building, and the character of the adjoining hazards.

In the opinion of practically all the insurance men consulted the retailer should insure his stock to at least 80 per cent. of its invoice value. There was not, however, the same unanimity on this point with retailers with whom I discussed the subject.

"The insurance I carry," explained a retailer, "averages about 50 per cent. of the value of my stock. That, in the opinion of a good many men—both insurance and retailers—may be lower than it should be. But here is my position: This building, which I erected myself, is of first-class construction. The flanking walls are not only fourteen inches thick, but there isn't a window on either side, while on one side, between my store and the next building, is a twenty-foot lane. Then all such inflammable stock as gasoline, benzine, coal oil, turpentine, and linseed oil, I keep in the Bowser pump tanks, while dirt and rubbish I never allow to accumulate. Then, not only am I within a quarter of a mile of a fire hall, but the firemen know every doorway and corner in my store."

How a Rebate Was Obtained

This particular retailer had a rather interesting experience which, for the benefit of other retailers, is worth reciting. Until he occupied his present store he carried on business in a store two or three doors removed from where he is at present located. About two years after he had moved into his present premises he received a visit from one of the inspectors of the underwriters' association, who, after making a tour of inspection, made the pleasing announcement that the rate he was being charged (the same as in his former store, which was not detached) was excessive. The retailer, as a result, not only obtained a lower rate, but a rebate of twenty-one dollars covering the two years' excess.

One compensating advantage obtained from insuring stock to a point approaching closely to its value is the lower rates thereby secured. Where, for example, the insurance covers 80 per cent. of the value, a lower rate is secured on both the stock and on the building.

Carried Hundred Per Cent. Insurance

The experiences of two wholesale houses burned out during the great conflagration in Toronto shows the advantage of being well covered against loss. Both firms occupied modernly constructed warehouses, and each carried stock valued at $600,000. In the one instance, however, it was the practice to carry insurance equal to the full value of the stock, while in the other 75 per cent. was the maximum mark. Both warehouses and their contents were completely destroyed. The firm that insured to the extent of the full value of its stock received a cheque for $600,000, while the other had to be satisfied with one for $450,000, thus experiencing a net loss of $150,000. The latter went out of business, while the former is still active.

Co-Insurance.

While the co-insurance system is generally conceded to be commendable for large mercantile and manufacturing concerns employing specified office staffs, there is by no means this unanimity when applied to the average retail store.

"I have tried it," remarked one retailer, "but finally gave it up in disgust. Not employing a bookkeeper,

*Mr. Edmonds' experience of over twenty-five years as editor of business papers and his more recent experience as financial editor of The Globe, Toronto, gives him exceptional authority as a writer on business topics.

I found it next to impossible for me to give the necessary attention to the accounting to determine whether the relation of the stock to the insurance carried was strictly in accordance with the terms of the co-insurance policy. That meant that I did not know just how I might come out in case of a fire. Now the insurance I carry is based on a 75 per cent. value of my stock as ascertained by the annual inventory taken. I quite recognized the fact that my stock is then naturally at its lowest point for the year. But I protect myself by occasionally putting on an additional amount, say two thousand dollars, for a three months' period, when I take a substantial quantity of new goods into stock.

Insuring the Average Stock

"I must confess, however," he added, "that I am not yet altogether satisfied with my system. What I am of the opinion I should do is to carry insurance approximately equal to the value of the average stock carried during the twelve months' period. For example, we turn over our stock about four times a year. As our total annual sales run from $20,000 to $25,000, I estimate the average value of the stock to be between five and six thousand dollars. Based on this principle I should carry insurance approximating to these latter figures. And unless I see a good reason for changing my opinion that is what I shall ultimately do."

Carefully Read Policies

The fact that policies are now standardized does not excuse the insured from giving them at least one careful reading. Every retailer should be acquainted with his policy. A few years ago a certain retail firm in Toronto lost a considerable sum of money by not being acquainted with the terms of its policy. It had taken out two policies of $5,000 each in two American companies on its building. On the back of these policies in small type was a paragraph to the effect that no risk would be assumed on buildings erected on leasehold land. This, however, had not been read. Accordingly, when the building was gutted by fire both companies, drawing attention to this clause, refused to make payment. Suit was entered in a Canadian court, but was thrown out by the presiding judge on the ground that it was a case that should be tried in an American court. When this course was followed, one of the companies, rather than enter court, offered to settle for $2,500. This was accepted. The other company allowed the case to come before a New York court, and won. The assured was lucky in getting even the $2,500.

Still another particular in which retailers should be careful is that when placing insurance they should select companies whose financial strength is beyond question. So-called cheap insurance has not infrequently proved, in case of fire, to be costly. The retailer when placing fire insurance, should be even more cautious than when according credit to an unknown customer.



Suggestion for June bride gift—No. 1556 Tea Wagon—made by The F. E. Coombe Furniture Co., Ltd., Kincardine, Ont.

WHAT ADVERTISING HAS DONE FOR BABY CARRIAGE INDUSTRY

The power and popularity of national advertising has never been proven more clearly than the facts and figures offered by The Lloyd Mfg. Co. of Menominee, Mich. During all the days of business depression this concern not only kept their factory going at full blast, but they broke all records in selling, manufacturing and shipping.

"Advertising is the reason for this splendid business," said Marshall B. Lloyd, head of the institution. "Of course our inventions enabled us to cut labor costs so that we could manufacture superior merchandise for less money, but our advertising told this truism to the consumers and they are the ones who are now permitting us to enjoy this remarkable wave of business prosperity. Our advertising has made the name 'Lloyd' stand for 'baby carriages' and the dealers of the nation realize this so that they are pushing our merchandise harder than ever.

"Trade papers have also played their part in this success. It was in the early days when we did not have the capital with which to plunge into a great national campaign that we used trade papers entirely. They carried the word of our inventions to the dealers of the country and through them we have been able to accomplish real results. When we had the dealer 'sold' on the excellency of our merchandise he helped make money for us. With this added profit we went after the consumer with the result that we now have both the consumer and the dealer with us. That is a situation which can be claimed by very few manufacturers."

REFORESTING ONTARIO LAND

Simcoe country, Ontario, is acquiring a block of 800 acres in the township of Vespra for planting out a municipal forest under the Ontario Government's reforestation scheme. The land, useless for ordinary agricultural purposes, is being secured at a cost of about six dollars per acre. There is some second growth pine, white birch, red oak, and a little hardwood on the property. The whole block was once covered mainly with pine, and since this was removed the land has remained practically idle. The land is within a mile of a railway station and about eight miles from Barrie, the county town.

The Benefit of Forests

Most of the land on which our Canadian forests now stand is not suitable for agriculture, but it is suitable for growing fine crops of trees to keep our saw-mills, our wagon factories, our furniture factories, and our paper mills running at full force forever. Let us all take part in protecting our valuable forests. Fire is their enemy. Therefore let us to careful with fire when in the woods.

Furniture salesmen to be successful should be "doctors of homes."

BETTER HOMES MEAN GREATER HAPPINESS

Living up to the slogan—Treatment of the livingroom—Selecting the furniture—What to avoid

By T. B. A.

A MORE intimate relation between furniture men, decorators and architects is a consummation hoped for by many home furnishers and decorators. It is sometimes felt that architects go ahead with their work with too little thought of the effect of their interior scheme upon the furnishing, and that it comes to be too much of an afterthought.

In selecting the furniture for any house it is always well to avoid those incongruities of improper relation between the architectural style of the house and the period style of the furniture placed in it. Failure to observe this very necessary element often results in inconsistencies and crudities which mark bad taste and reveal poor judgment in selection. For example, a house that has been carefully designed in the English Colonial or Georgian style should in its interior furnishings strongly follow this suggestion of style. The introduction of elaborately carved or fantastically designed pieces is absolutely out of place in a house of Georgian simplicity and dignity.

The question of economy in the selection of furniture will very largely influence the ultimate result. It is true, as in every other detail of the well regulated house, that a certain unobtrusiveness should be sought. Anything that is unduly striking will detract from the repose of the surroundings and will in fact serve to create a sense of restlessness on the part of the beholder. This applies equally to the color and form of the equipment, so that the most satisfactory procedure will be found that which considers first the quality of the accessories and limits the quantity as far as may be necessary to get a good result. Economy as to the number of pieces is for another reason the best method. The room overcrowded with furniture is apt to lose its home-like aspect and only add to the crowded appearance when comfortably filled by the members of the family and their guests.

It is well to bear in mind that the small house is one that is lived in in every one of its few rooms. It differs from the more expensive and more formal residences in that it usually lacks the reception room or so-called parlor, and the combined purposes of both are usually served in the living room. This means hard usage and leads to a large amount of wear and deterioration in its furnishings. It thus would seem wise to avoid the selection of upholstered furniture not alone for the reason that it quickly shows wear unless it is of the most expensive type, but for the further and very good reason that it is an insanitary feature in the house and unless carefully and frequently freed of dust becomes a lodging place for germs and vermin. Particularly in the English Colonial or Georgian house does the plain unupholstered furniture belong, and when carefully selected for its correctness of design as relating to its period it affords unlimited opportunity for the creation of a home-like and extremely livable domestic interior.

The living room really serves in a sense as an entrance hall-way in addition to its other functions. If the expression may be permitted, the living room is the club room of the house. Here it is that the family meets for



DININGROOM in home of Toronto merchant prince. House designed by Page & Warrington, who took into consideration in their building plans a knowledge of the style of furniture required to harmonize with house design.

social intercourse; here it is that the formal visitor or the more intimate neighbor will meet the family. It therefore becomes necessary that the furniture selected for this room possess the somewhat unlike attributes of semi-formality in respect for the visitor, combined with the utmost ease and comfort for its constant occupants.

"The living room of the moderately priced house will usually have a large open fireplace. A well-designed metal screen of close mesh will afford a fire guard to prevent the crackling logs from throwing sparks out on the floor or rugs, and will act as a safeguard against fire. When fireplaces are part of the room, mantel pieces may properly also be built. Care should be taken, however, to eliminate every bit of ornamental crockery and other adornment that is not of general artistic interest. The old-time mantel with its fifty-seven varieties of ornaments is rapidly giving way to a quieter and more dignified treatment. Where there are no fireplaces, the tendency is entirely to eliminate mantelpieces, as they absorb wall space that would more advantageously be utilized as background lar the larger and more important pieces of furniture.

THE "BETTER HOMES" INSTITUTE

FOLLOWING the example set last fall by The Home Furnishings Bureau by our Canadian furniture manufacturers, a "Better Homes" Institute has been formed in the United States with headquarters at Chicago.

This institute is working in connection with the Art Institute of Chicago, and the definite purpose of the Better Homes Institute is to inspire people with a desire for more beautiful, better planned and more convenient and artistic homes, which shall be furnished and decorated with taste and a sense of harmony, in sympathy with an understanding of art values, and to offer its assistance through instruction, suggestion and demonstration to all those who wish to strive towards their newly awakened ideals.

The lecturer or demonstrator who conducts the Institute is accompanied by several assistants and a ton of equipment, consisting of more than a score of good paintings, a collapsible three-wall room, movable fireplace, doors and windows and draperies. From local dealers, furniture, rugs and lamps are obtained to complete the home furnishing outfit. In addition, there are hundreds of photographs, plans and sketches from many of the best architects and landscape gardeners in the country. The Institute ordinarily extends over a period of five days, with two sessions of lectures and demonstrations each day, the series carrying the audiences from flower beds to good citizenship.

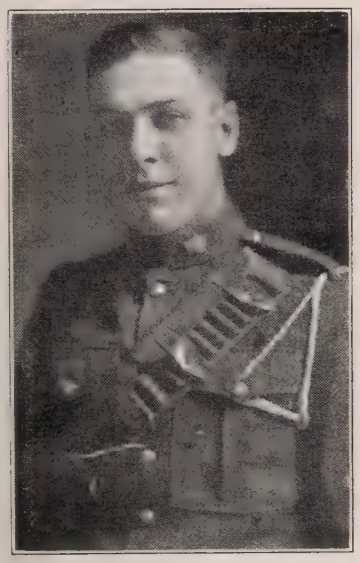
Urges Purchase of Good Furniture

At the first session the audience is confronted by the three-wall room upon the stage, the side walls entirely bare; a fireplace and mantel on the wall facing the audience and hanging above the mantel a painting as the sole decoration. The tones in this picture furnish the key for the color scheme of the apartment. The movable windows and doors, the draperies, rugs and furniture are brought upon the stage and added, one after another, until the furnishing of the room is completed. As each article is added the lecturer continues a running fire of comment explaining the harmony of coloring, style, quality and the relation of the furnishing units to each other. An important feature of the demonstration is the furniture employed. A strong plea is made for the purchase of the very best quality of chairs, tables, davenports, sofas. The lecturer often takes issue with those furniture dealers who maintain that they show only what people demand and will buy and what is easy to sell: It is argued that this attitude is the very reverse of that which should be taken by the dealer—that it leads to a degeneration of taste in furniture.

The Institute urges the dealer to carry only the best of its kind and maintains he should lead the public to purchase only what is enduring, both in style and quality. The discussion of furniture is regarded of such paramount importance that it runs through all three of the lectures on decoration and furnishings, for there is not a phase of either in which furniture is not a vital factor.



FURNISHED livingroom of home in Rosedale, Toronto, the dining-room of which is shown on previous page.



W. W. JENNINGS
Vice-President



W. A. JENNINGS
President



H. B. JENNINGS
Secretary-Treasurer

"A SATISFIED CUSTOMER CALLS AGAIN"

Slogan which has built up large furniture business of the Jennings Co. at St. Thomas, Ontario

THE W. B. Jennings Company, Limited, St. Thomas, Ontario, has just closed its initial year of business as an incorporated firm. From every point of view its first year was very satisfactory. The firm retails furniture, house furnishings, phonographs—in fact everything for the home.

Founded in 1895 by the late Mr. W. B. Jennings, the business has shown a steady growth until to-day it occupies a premier place among the furniture houses of Western Ontario. The late Mr. Jennings commenced his business career as a travelling salesman for the Oshawa Cabinet Company. He was with that firm nearly ten years, when, with very small capital, he moved to St. Thomas in 1885 to enter into partnership with the late Samuel Goodwin. The firm, Goodwin and Jennings, furniture dealers and undertakers, was in existence ten years.

In 1895 Mr. Jennings, believing that the city would grow eastward, bought property on Talbot Street just opposite the present post office. At that time there was little to commend this move for the city had not developed its commercial growth eastward. However, the wisdom of the purchase is now apparent, for the store erected by Mr. Jennings in 1895 is now situated in the very centre of commercial activity. The store was exceptionally modern for these days—perhaps a few years in advance. The building was two storeys, brick, and measured forty-four feet in width by one hundred and five in depth. Since that time another two-storey addition has been added to the rear, making the store forty-four feet in width and two hundred in length. The present store has a floor space of 17,600 square feet. A large storehouse in rear of the main building accommodotes extra stock. The garage, too, is situated behind the store building.

On the death of Mr. W. B. Jennings in April, 1920, the business was reorganized as an incorporated company. Three sons of the founder are directors of the new firm, William Albert, Harry Bruce, and Wilfred Walter Jennings. The president is W. A. Jennings; secretary-treasurer, H. B. Jennings; and vice-president, W. W. Jennings. Mrs. W. B. Jennings, who shared with the founder the responsibilities and anxieties of the venture, still takes an active interest in the store.

The business policy of the late Mr. Jennings is still carried on: "A satisfied customer calls again." This



The late Mr. W. B. JENNINGS, founder of The W. B. Jennings Company, Ltd., St. Thomas, Ont.

slogan has had quite an influence on the firm's expansion. The larger part of the business is cash, although a limited credit is given. St. Thomas is a prosperous city and the prosperity of its citizens is apparent in the homes. The firm finds that there is little call for cheaper furniture

and furnishings. It acknowledges that the campaign for "Better Homes" has had considerable to do with the demand for better furniture. Discretion in selecting goods has always been advised by the sales force. For instance, a few years ago there was a great demand for seagrass mattresses. In comparison with the sale of mattresses for the past year, not quite two per cent. were seagrass. The firm advocates better mattresses—it would lend its support to any movement that would banish "shoddy" from the manufacture of mattresses.

Last fall a phonograph department was added. Two up-to-date music rooms for the demonstration of records were installed and are in constant use. The rooms were constructed of fibre board with a four-inch filler of felt making the rooms practically sound-proof. Improvements are being made constantly especially in the decorating of the store and arrangement of stock. It has been found, for instance, that while rugs absorb a large amount of light, they add to the appearance of the store if draped on the walls. The store is lighted by fifty 200-amp. nitrogen lamps enclosed in Broadway fixtures. Floor lamps, too, are utilized in the decorative scheme.

The stock is conveniently arranged. On the first floor the heavier case goods, bedroom and diningroom furniture, kitchen cabinets, beds, office furniture, etc., are arranged. The second floor is devoted to rugs, linoleums, drapes, livingroom furniture, parlor suites, etc. The chesterfield section on the second floor is arranged in suites, several being set out on suitable rugs with floor lamps and library tables added to give the display a home-like appearance.

Mr. W. A. Jennings, the president, has been with the firm sixteen years, receiving his early training as an apprentice in a large Toronto furniture house. H. B. Jennings, secretary-treasurer, has had several years' experience, was later a newspaper man, enlisted in the C.E.F. in 1915, and on his discharge from the army in 1919 resumed furniture work. W. W. Jennings has had several years in the business; served in the C.E.F. two years, and resumed business on his discharge. All three spent their early days around the store and have had a thorough grounding in the use of tools as well as a knowledge of furniture and housefurnishings.

Co-Operative Societies *vs.* Retail Merchants

Editor, FURNITURE WORLD:

An article appeared recently in the correspondence columns of the press, written by the Co-operative Union of Canada, in which they make some statements which reflect unfairly on the retail trade of Canada and which are absolutely untrue, and, for the protection of consumers to whom they are endeavoring to promote and sell stock in co-operative societies in Canada, we believe that a reply to their statements should be made public.

The meeting of manufacturers, wholesalers and retailers which was held in Toronto on March 30th and 31st, for the purpose of arriving at some system of taxation which would be the least objectionable to those who paid the largest portion of taxation, and who are the largest consumers, was not called, as stated by them, either by the Rt. Hon. Arthur Meighen, Premier of the Dominion of Canada, or by the Hon. Sir Henry Drayton, Minister of Finance, or any other department of the Government or their officials. The meeting was a genuine co-operative one in which all present agreed to participate, and its doors were open for any one to enter and its proceedings were reported in the press by the press representatives who were present. There was nothing to hide and nothing to conceal. If the public had wished to attend it would have been welcome, as all retail merchants are the servants of consumers.

Their attempt to show that retail merchants as well as manufacturers and wholesalers are overcharging the public is false and deceptive in every line, and if space in your columns would permit we could easily show that the motive that lies behind every effort made by the promoters of these so-called co-operative societies in Canada and the United States, as well as in Europe, is to make every attempt to discredit the methods of honest, legitimate retail merchants, for the purpose of endeavoring to sell stock to the public in these co-operative societies, and to secure, if possible, the trade of the public for themselves. Their attempt to make the public believe that their business methods are the correct ones, and to endeavor to throw a cloak of "religion and moral uplift" around their deceptive cause, is a slander on the God-fearing men and women of Canada. It is a slander on honest retail merchants, and an unfair insinuation on every honest advertisement that appears in the daily, weekly or monthly press of Canada.

If the statements made by the promoters of these wrongly named co-operative concerns are correct, then every retail merchant in the United States and in Canada and throughout Europe is a party to deceiving and overcharging the public, and the newspaper press is aiding and abetting them in their deception. All intelligent persons who are familiar with the underlying principles of merchandising understand the scheme that is behind these so-called co-operative societies—which are considered neither "fish nor fowl" in the commercial world—and the very fact that retail stores in all lines of retail trade in every country in the world are still in the field advertising and doing business "at the old stand" is good evidence that the basis upon which they are established is a necessary and a sound one.

Retail merchants have been trained to expect competition in every line of business, and they have no fear of it; the only attempted competition they dislike is the one which endeavors to secure the trade of the public by false and deceptive methods.

The Retail Merchants' Association of Canada, which is comprised of retail merchants who are opposed to false methods of trading, is formed for the purpose of protecting the retail trade and the public against all unfair methods of trading, and consequently co-operative society promoters are plainly told that if they make any false or misleading statements in order to sell stock in these societies, they will be publicly exposed by us.

Thanking you for allowing us to partially present our side of the case, we remain,

Yours sincerely,

E. M. TROWERN,

Secretary Dominion Executive Council and Dominion Board.

Ottawa, May 17.

H

Keep Hespeler In Mind

From the 4th to the 9th of July we are having a display of furniture in our showrooms, when a full representation of our lines will be open for your inspection.

It is our wish that every dealer who possibly can will avail himself of this opportunity of examining our new designs of high grade furniture which will be given special prominence. To each furniture man a cordial invitation is extended.

Hespeler Furniture Co., Limited

Hespeler : : Ontario

As a Gift to the June Bride

the

Tea Waggon

makes a strong appeal.

It is an article that is steadily becoming more popular.

Its utility and strong construction, combined with its beauty of design, make it a piece of furniture greatly in demand at this season.

If kept in evidence, the Tea Waggon will prove to be a profit getter.

Visit our display in Kincardine during the month of July.



No. 1556 TEA WAGGON

The F. E. Coombe Furniture Co., Limited

KINCARDINE - ONTARIO

See Us in Kincardine



The latest designs in high-class Reed Furniture ought to be of interest to every furniture man, and a visit to our showrooms when we have on our display will be of exceptional value to you.

It will give us great pleasure to welcome once more many of our old friends and business acquaintances, and to all dealers interested we extend a cordial invitation.

Your visit will be both pleasurable and profitable.

JULY 1—31

THE J. B. WATSON FURNITURE CO., LIMITED

KINCARDINE - ONTARIO

Come to
Kincardine
During July

AN unusually complete line of high-class furniture will be shown at our exhibition, which will be held in our showrooms, July 1 to 31 inclusive.

There are many new and very pleasing designs which dealers should not fail to see, and the entire line is a revelation of what can be done in producing furniture of merit, both as to design and workmanship, at a moderate price.

It is with genuine pleasure that we look forward to making each dealer's visit to us both pleasurable and profitable.

We would like as many dealers as possible to come and inspect our display, and we extend to you a very hearty invitation.

The ANDREW MALCOLM
FURNITURE CO., LIMITED

KINCARDINE :: ONTARIO

GOLD MEDAL LINE

DIVANETTES

Our latest Model 820 is the greatest achievement in scientific Divanette construction. We have eliminated the old style faults and produced a Real Bed—not a Makeshift.



No. 820—"Little Bell" Divanette

Oak. Opens up for Bed 4 ft x 6 ft. Constructed on the same principle as our regular Big Bell. Mattress is bent J shape, not folded. Will knock down to very convenient size for handling in narrow passages and stairways.

Plenty of space for storing bed clothes and allowing free ventilation.

Very simple to set up and easy to operate.

UPHOLSTERERS' SUPPLIES

We are direct importers of the best makes of English and French Tapestries and Velours, and carry a very large and well assorted range of designs, priced much below the present values. Special prices for full pieces. Write us for samples—Gimps, Tacks, Twines, Webbing, Tow, Moss, etc.

Low Prices *Prompt Service*

The Gold Medal Furniture Mfg. Co., Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

GETTING FURNITURE ADVERTISING ACROSS

Frank Farrington gives some advice to the dealer who wants to get the most out of his publicity

IN your local newspapers there are plenty of advertisements that do not have any punch, that do not get across because they lack force. They do not get their message to the public because there is nothing about them to interest the public in finding out what the message is.

If you yourself do not use the newspapers for advertising, you may not give much attention to what others are doing in that way. This is a mistake, because it is important to you to know, at least, what your competitors are doing, what they are offering to your trade, and it is a mistake because, unless yours is a small store in a big city, the newspaper offers you the best advertising medium available, the best way to reach the most people for the least money.



An Ottawa firm which believes in getting after seasonable business early in the season

When the advertising of your competitors is considered, you have something at stake. Their advertising is important to you. As for the advertising of other merchants, those in other lines of trade, you can learn something from them about advertising. Your own advertising is in competition with your non-competitors for the attention of the public, though your goods may not be in competition with theirs save as people may buy less furniture if they are induced to buy more of some other things. It will pay you on many accounts to note what other advertisers are doing and how they are doing it.

Make Your Ad. Stand Out.

If the other advertisements in your local newspapers do not attract your attention or arouse your interest, with all the reason you have for being interested, they must be lacking in force. All the easier, then, for you to make your own conspicuous by contrast.

Are you getting your advertising across any better than the other fellows? Are people paying any more attention to your advertising than to that of other dealers who fill their space with nothing but masses, not to say messes, of type?

If you pay no attention to newspaper advertising as done by others, it is a safe bet that you do not pay enough attention to your own to make it very successful. This means that you are wasting most of the money you are paying for that kind of publicity.

Is there anything about your advertising to compel attention? It is not a sign of any particular merit in an ad. that it is merely free from grammatical, typographical or rhetorical mistakes. Even though your advertisement is above criticism in that it is free from mistakes, it will not attract attention, not on that account. You have heard public speakers who talked in a perfectly nice tone of voice, whose presence was free from awkwardness, whose language was absolutely correct, but who still failed to create any real impression upon the public. Some uncouth, blundering chap without education and with a rough manner aroused his hearers in spite of his lack of training, while the other fellow failed to arouse them in spite of his experience. The former had something to say and went directly to the point and said it. The latter was merely trying to say something.

Compel Attention of Reader.

If you are going to get anything out of your advertising, you will have to put something into it. You will have to



Frieman's (Ottawa) store has for the past couple of months been using newspaper publicity to induce week-end furniture "bargains"

make it conspicuously good rather than merely not conspicuously bad. The successful advertisement is the one that compels attention instead of merely waiting for it.

You can make your advertisements so much better than those of other folks that they will command attention. If you get your publicity out of the rut, making it different from that of competitors as well as non-competitors, you can get people to watching each week for what you have to say.

I know of furniture men who seem to think that the way to make an advertisement exceptionally good is to make it yell and scream. If you want to impress a customer particularly with the quality of a dressing table you are trying to sell to her, do you raise your voice and shout the facts into her ear with all your might? Not much; and neither will typographical shouting get your message across any better.

To head your advertisement with a scare line, "Terrible Accident," "Big Slaughter Sale," "Man Dropped Dead, Shocked at Our Prices!" etc., or something as violent, is to make a sad mistake. Leave that kind of advertising to the "Forced to Vacate Premises" and the "Bankrupt Stock" fellows. It has no place in advertising any sane proposition, let alone a good furniture store.

Catch the Eye and Sustain Interest.

Sensational advertising and sensational headlines might do very well in connection with the proposition possessing a sensational news value, but such propositions in the furniture trade are about as common as one-legged centipedes. The sensational heading does catch the eye of the reader, but the interest it arouses drops with a dull, sickening thud when it is found that after all it is nothing but an advertisement. You know how you feel when lured by a headline into reading a patent medicine ad.

The sensational headline does not put the punch where you want it. It is like a punch at the empty atmosphere, and that is a waste of energy. You can make a man sit up and take notice by slapping his face, but would not go at it in that way to impress him with your importance or with the advantage of knowing you better.

In order to get your advertising across, begin with the right kind of type. Select type that is clear and easy to read, and if at the same time you can get type that is different from that of your fellow advertisers without being freakish or blind, so much the better. The first requisite of the type is that it be readable at a glance, even at times when the page does not get its share of ink.

Select Good Type.

For the body of the advertisement, the type used in the news columns is satisfactory, though it is well to use a larger size. If you cannot afford more than a single column space, you cannot use very large type, but it is better to use larger space and use it less frequently, than to take space so small as to be insignificant. People judge the importance of your store more by the size of space you use than by its frequency, though mere occasional advertisements would be of little value. You ought to use not less than four or five inches, double column.

Get the printer to show you samples of type in order that you may select what you want to use regularly in your space. Get the names of the sizes and styles so you can indicate on your "copy" what you want used.

Avoid the use of words and sentences made up of all "caps" or capital letters. All "caps" merely makes your ad. harder to read. There is no punch to a line of all "caps." Take the following lines, for instance, and contrast them:

SPECIAL VALUES IN DINING ROOM FURNITURE.

Special Values in Dining Room Furniture.

IN ORDER TO DEMONSTRATE FURTHER THE DIFFERENCE BETWEEN READING CAPITALS AND READING SMALL LETTERS, see how much more readily your eyes slip along a line of the latter. Words are identical at a glance, in small letters.



Nos. 5086 Rocker, and 5142 Reed Chair from the new line of The North American Bent Chair Co. Limited

News of the Canadian Furniture Trade

Castle & Son, cabinetmakers, Montreal, have been registered.

The Dominion Mattress Co. has been registered at Toronto.

The Ontario Furniture Co., Toronto, sustained a fire loss recently.

The Central Victrola Parlors, Toronto, have been registered.

Garneau & Therrault, Cap Magdelaine, Que., have dissolved partnership.

R. E. V. Bremner has joined the sales staff of the Sweeper-Vac Co. of Canada.

The National Chesterfield Upholstering Co. has been registered at Montreal.

Fire damaged the premises of the Reliable Furniture Co. at Toronto last month.

J. A. Elder, dealer in office furniture, Montreal, has had his business registered.

J. A. Lesperance's furniture store at Montreal was damaged by fire recently.

Hanna & Pritchard have taken over W. A. Olmstead's business at Kinburn, Ont.

Mrs. W. E. Young has opened a baby carriage store on Danforth Avenue, Toronto.

The business of the late W. A. Gerow of Castleton, Ont., has been sold to C. L. Cryderman.

Cornwall, Ontario, retail merchants are to have a "dollar day" during this month of June.

A "Back-to-Home" week was held during the early days of May in many towns across the border.

The London (Ont.) Art Glass and Mirror Works, Ltd., has obtained an Ontario charter, with a capital of $50,000.

Prof. C. A. Renouard is now teaching embalming in his school at New York City through the aid of moving pictures.

Fire damaged one of the buildings of the Canadian Mersereau Co.'s buildings at Toronto recently to the extent of $2,000.

R. Thorpe & Co. with several establishments in Northern Ontario, are opening a new furniture store at New Liskeard.

The regular monthly meeting of the Manufacturers' Association was held on May 18th in the Toronto offices. Routine business was transacted.

A. L. Oatman of London, Ont., has sold a piece of property on Queen's Avenue, that city, to the McClary Mfg. Co. for something like $10,000.

Fred. J. McArthur, of Cobourg, Ont., is enlarging his business by forming a partnership with Capt. Troop, of Colborne, Ont., and has opened funeral parlors in that town.

R. Thorpe & Co., with several funeral parlors in the North, have taken into partnership E. Lapointe of New Liskeard, Ont., and are opening up new parlors in that town.

The Happy Thought Foundry Co., Ltd., Brantford, Ont., has been incorporated with a capital of $500,000 to make stoves and ranges. This is the successor to the Buck Stove Works, bought some time ago by the McClary Mfg. Co., of London, Ont.

The retail business men of Danforth Avenue, Toronto, have formed an organization to better the interests of their section of the city.

The Coffield Washer Co., of Canada, Ltd., Hamilton, Ont., has been incorporated with a capital of $50,000. This is the Canadian branch of the U.S. concern of the same name which is making washing machines at Dayton, Ohio.

QUALITY MATTRESS NOW WATERLOO BEDDING CO.

The Quality Mattress Co. of Waterloo, Ont., has been incorporated and its name changed to the Waterloo Bedding Co., Ltd. The officers of the company are: M H. Montag, president; A. L. Dantzer, vice-president; A. S. Fehrenbach, secretary-treasurer; and Jos. E. Reinhardt, who has been Western representative, and G. Beam, directors.

The capitalization of the incorporated company is $200,000 and the head office is at Waterloo. The company will continue to make "Quality Mattresses" of the same high quality.

RETAILER NOT A MANUFACTURER

"The retailer is not a manufacturer in the general acceptance of the word." This decision, of vital interest to all retail merchants throughout the Dominion, is embodied in the judgment handed down recently in the Exchequer Court of Canada, in the case of King vs. Pedrick and Palen, merchant tailors, of Ottawa.

The case was one in which the Crown sought to collect a two per cent. manufacturers' tax.

CLARENCE CORYELL'S TRIBUTE TO WATER.

Clarence Coryell attended a recent dinner gathering of commercial travellers, and some of his friends thought it would be a merry jest to propose that he respond to the toast, "Water." But Clarence was equal to the occasion. Said he:

"Mr. Toastmaster and Gentlemen: You ask me to respond to the toast, 'Water,' the purest and best of all things ever created. I want to say to you that I have seen it glisten in tiny tear drops on the sleeping lids of infancy; I have seen it trickle down the blushing cheeks of youth and go in rushing torrents down the wrinkled cheeks of age. I have seen it in tiny dew-drops on the blades of grass and leaves of trees, flashing like polished diamonds when the morning sun bursts in resplendent glory o'er the eastern hills. I have seen it trickle down the mountain sides in tiny rivulets with the music of liquid silver striking on beds of polished diamonds. I have seen it in the rushing river rippling over pebbly bottoms, purling about jutting stones, roaring o'er precipitous falls in its mad rush to join the father of waters. I have seen it go in slow and majestic sweeps to join the ocean. And I have seen it in the mighty ocean on whose broad bosom floats the battle fleets of all nations and the commerce of the world. but, gentlemen, I want to say to you now, that as a beverage it is a durn failure."

MIDSUMMER FURNITURE EXHIBITION AT KITCHENER JULY 4 TO 9

THE furniture manufacturers of Kitchener will hold a mid-summer exhibition during the week of July 4 to 9. Practically all the manufacturers of Kitchener and Waterloo intend to make displays of their latest designs.

The list of manufacturers in Kitchener and Waterloo who will make exhibits is as follows:

Anthes-Baetz Furniture Co. Ltd.
Art Furniture Co. Ltd.
Baetz Bros. Furniture Co. Ltd.
Baetz Bros. Specialty Co. Ltd.
Beaver Furniture Co. Ltd.
Engel Upholstering Co.
Fischman Spring Co.
H. W. Glady Upholstering Co.
Gem Crib and Cradle Co.
G. Hachborn & Co.
Jacques Furniture Co. Ltd.
H. Krug Furniture Co. Ltd.
J. Kreiner & Co.
The Lippert Furniture Co. Ltd.
The G. J. Lippert Table Co.
Malcolm & Hill, Ltd.
Ontario Woodenware Co.
Reitzel Bros.
Specialty Upholstering Co.
Synder Bros. Upholstering Co. Ltd.
Snyder Desk Co. Ltd.
Waterloo Mattress Co.



No. 312—A new design from the line of The H. Krug Furniture Co. Limited, Kitchener, Ont.

Woeller, Bolduc & Co.
Wunder Furniture Mfg. Co. Ltd. E. O. Weber, Ltd.

The Elmira Furniture Co., Ltd., and the New Hamburg Furniture Co. will make exhibits at Kitchener.

A meeting of furniture manufacturers was held in the office of the Employers' Association in King Street, Kitchener, on Monday afternoon, May 23rd, at which details of the program of entertainment were discussed. Besides the functions that proved so successful at the January exhibition a number of outdoor entertainments are being arranged for.

EXHIBITION AT KINCARDINE

The three furniture factories at Kincardine—The F. E. Coombe Furniture Co., Ltd.,; Andrew Malcolm Furniture Co., Ltd., and J. B. Watson Furniture Co., Ltd.—will hold exhibitions of their productions at their factory showrooms during the week commencing July 4. As the Kincardine plants make an exceptionally high grade of furniture, good displays will be made, which should be an inducement for dealers to make it a point to visit Kincardine during the early days of July.

A FINE FURNITURE CATALOGUE

One of the finest furniture catalogues ever received by this office is the new one just published by The McLagan Furniture Co., Ltd., of Stratford, Ont. Printed on super-fine calendar stock the furniture illustrations stand out clear and bold, the markings of the wood showing up naturally.

This catalogue, No. 11, of 95 pages, covers the whole range of furniture lines for diningroom, bedroom and hall, besides the innumerable lines of card and den tables, library suites and tables, parlor tables, jardinier stands and pedestals, piano benches, music and record cabinets, desks, sectional bookcases and filing devices.

The originality of the McLagan period designs is noted in all the illustrations, as also are the perfect cabinet work and excellence of finish of all this company's work.

It is truly a splendid catalogue well worth perusing and saving by all furniture dealers. A light brown top and bottom relieves the black color of illustrations and letter-press, and a grey cover with blue and brown lettering and ornamentation bind the catalogue.

PUTTING IT OVER THE COP

Good humorous stories and witticisms are sometimes printed about men in various lines of trade. Here is one about a couple of our furniture friends told by Eddie Bagshaw:

Bill Beney and Will Pearson, well known to the trade, recently were down town motoring in Toronto, and stepping out of the car to go into a "drug" store, parked their auto in front of a fire hydrant, incurring danger of a $25 fine. A policeman, chancing along, saw the car, took its number and then waited for the motorists to appear. The minute the two "Bills" stepped from the store, they sized up the situation, went back in and telephoned the police their car was stolen; then went over to the police station. The policeman got the report of the stolen car from headquarters, reported it and was thanked by the chief, who in turn was complimented by the motorists.

MARSHALL PRODUCTS

Marshall Standard Mattress
Marshall Cotton Top
Marshall Box Spring
Marshalfelt Mattress
Marshaldown Mattress
Marshall Auto Cushion

TRADE MARSHALL SPRING MARK
PATENTED

MADE ONLY BY

Marshall Ventilated Mattress Co., Limited

LONDON, ENG. TORONTO WINNIPEG CHICAGO, ILL.

CHANDLER



PASTELS

No. 15—3830—Framed Pastel in Walnut Veneer and Gilt.

This number is not new, but is illustrated as a reminder that we still carry in stock the *Genuine Chandler Pastels,* in all sizes from 6x20 to 18x40, in landscape and marine. Will frame in Walnut Veneer and promise prompt delivery. Prices have been reduced, but quality remains the same.

PHILLIPS MANUFACTURING COMPANY, LIMITED

258-326 CARLAW AVE., TORONTO, ONT.

Manufacturers of Mouldings, Frames, Mirrors

MARSHALL MONTH CONTEST CLOSES

The prize winners in the "Marshall Month" campaign held during April have been announced by the Marshall Ventilated Mattress Co. The first prize for the best window display was won by Baldwin & Robinson, St. Thomas, Ont., and the second prize by the E. J. Coles Co. of Woodstock, Ont., the prize being a Marshall cotton-top 4 ft. 6 in. mattress and a "Marshalfelt," 4 ft. 6 in. mattress.

In the publicity division the first prize for the best advertisement was won by the J. C. Turnbull Co., of Peterborough, and the second prize was won by Luke Bros. of Oshawa, Ont. The prizes were a "Marshalfelt" 4 ft. 6 in. mattress and a Ford auto cushion.

S. H. Howard, a prominent advertising man of Toronto, acted as judge of the contests.

LIGHT BACKGROUNDS FOR SHOW WINDOWS

An exchange is responsible for the very practical suggestion that dealers always try to have the background of their window display as light in color as possible. The reason for this is that a dark background makes a mirror out of your window glass and your display is lost to view.

YOUR WINDOW DISPLAYS

Are they producing sales every hour in the day. If not, there is something lacking. A good, attractive display of furniture will always command the attention of the public. The successful dealers, however, are not relying entirely upon their merchandise display to induce business from the windows—they go still further by employing high-class motion attractions, "innovations if you please," that arrest the attention of the passers-by and catch them on the run. It's the unusual, "that something different," that the public is looking for and really expects to-day in a store window.

A good, high-class window attraction will, without a question of doubt, bring a great many more people to a window than a still display of furniture. As a result a greater number will see the various items of merchandise displayed therein. More window attendance means more store attendance.

DONT'S FOR WINDOW TRIMMERS

Don't allow your window display to shut off the view of the inside of the store.

Don't turn the window trimming over to the youngest clerk—unless he shows aptitude for it. It is too important to be slighted.

Don't forget that the keynote of a good display is simplicity.

Don't overcrowd your window.

Don't overlook the seasonableness of all displays.

Don't have one of your clerks in front of your store washing windows or sweeping the walk after business has started.

CONSTRUCTIVE SALESMANSHIP

The dealer who doesn't cultivate the acquaintance of the travelling salesmen who call upon him is short-sighted. The salesman who is worth his salt is more than an order taker. He is an idea incubator. He travels from store to store observing, thinking, gathering "good stuff" as a bee gathers honey. He can tell you what the other fellow is doing to make two sales grow where only one grew before.

Next to selling goods for his company, the greatest function a knight of the road performs is that of service to the dealers to whom he sells; helping them to select from his line each article in quantity proportionate to the probable demand; suggesting ways of displaying the goods effectively on shelf, counter or in window, are but two of the ways the wide-awake salesman can make himself useful. Time spent talking to a real travelling salesman is never wasted.



The prize window dressed by Baldwin & Robinson, St. Thomas, Ont., and entered in the "Marshall Month" contest conducted by the Marshall Ventilated Mattress Co.

For the Furniture Salesman on the Floor

Courtesy in service a desirable quality—Old style methods gone—By an old-time salesman.

Courtesy in service is the first desirable quality in any salesman. Courtesy is perhaps more than a quality. It is becoming a rare virtue. Courtesy from the store assistant pleases the buying public more than all the selling wiles instilled into salesmen by schools for salesmen. Many buyers appreciate courteous attention more than bargains thrown at them. Many a would-be buyer making his or her first visit to a store, comes away resolved never to enter it again, not because he failed to get what he sought, but because of the "don't keep it" snapped out at him by a discourteous assistant. On the other hand many buyers failing to get their requirements at the first visit have been attracted to call again by the courteous interest shown in them and their needs by a tactful assistant.

Instead of the brusque "don't keep it," the reply has been "I'm sorry we haven't got it, but let us get it for you," or "let us help you to get it. Kindly be seated while we inquire." Even the big department stores should have ample provision for lady customers being seated while so waiting.

The advent of the big departmental store has been responsible for the disappearance of many of the old-time courtesies that made shopping more of a pleasure than it is to-day. In at least one large store in Toronto all these old-time courtesies have been beautifully preserved yet, and many a person visits it to enjoy the "old-time service and attention." The venerable proprietor is always on the floor to greet as many as possible of the shoppers and to see that old customers especially are not kept waiting unduly. The old Scottish custom of seeing customers to the door on their departure is observed as far as possible by the proprietor himself or his floor superintendents. There is an air of courtesy about the place. That is something well worth cultivating in any store.

OLD STYLE SALES METHODS GONE

Here are some remarks on salesmanship that though not new will bear repeating:

The old style of salesman, who rubbed his hands together and made you buy his goods whether you wanted to or not, is almost a thing of the past. A well-known business man recently said that what used to be called "aggressiveness" on the part of a salesman is no longer sought for by employers. He said:

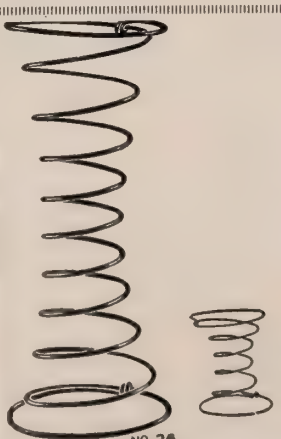
"When I served my apprenticeship, we were taught the art of worrying and harrassing a customer until he really did not know what he wanted, then we induced him to buy something he did not need. Some salesmen were marvellously clever at this kind of thing and I have heard men boast that they never failed to make a sale. I remember an incident in my own experience which illustrates the attitude of employers thirty years ago. A lady came into the store and asked for some goods which we did not have. I suggested some substitutes which she did not want and soon she left the store to try elsewhere. Immediately the boss came along and asked what the trouble was. I told him that we did not have what she wanted. He got into a rage right away.

" 'See here,' he fairly yelled, 'You are here not to sell folks what they want, but what they don't want, any fool can sell people what they want.'

"He could not have stated the position more clearly. We were hired to sell people what they had no intention of buying when they entered the store.

"Our chief idea was to embarrass the customer by 'hot air' until he wasn't quite sure what he did want. We were particularly pleased when we got hold of some unsophisticated farmer and, as we would say to-day 'put one over him.' That way of doing business, however, had its drawbacks. For instance, when a man goes into a store to buy a pair of suspenders or a collar button and comes out wearing a fifty dollar suit, or when a woman who intended to purchase a fuse plug commits herself to buying a washing machine —well—such people are apt to do a good deal of thinking along with their repentance, and they probably make up their minds not to be 'had' a second time. Soon employers began to get wise to the fact that the more aggressive their salesmen were the less business they were getting.

BRASS BEDS
REFINISHED
We rebuild and refinish all kinds of Brass Beds. Tell your trade that you can make their old beds like new. Every job guaranteed.
OXFORD BED COMPANY
7 AWDE ST., TORONTO
Phone Kenwood 2550 Rear 928 Dufferin



Upholstery Springs
Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.
HELICAL SPRINGS
for spring bed and mattress fabrics.
Get the habit; buy Canadian springs
James Steele, Limited
Guelph, Canada

GOOD THINGS FROM OUR EXCHANGES

What trade papers have to say about current methods of business—Treating customers right —Ten reasons for success—Baseball tickets draw custom—Salesmanship necessary now.

TREAT THE CUSTOMER RIGHT

THERE is a satisfactory margin of profit in dining table pads, and there is every reason why every housewife should use one on her dining table, yet one seldom hears a salesman in a furniture store advise a customer who has just purchased a table to buy and use a pad.

A polished table top is soon ruined by hot dishes when a pad is not used. Individual dish mats are not practical, for somebody is always forgetting to set the hot plate back on the mat. It goes down on the table cloth and away goes the top finish in one spot at least.

The table pads on the market sell themselves when properly brought to the attention of a housewife. The combination of leather substitute, waterproof cloth, fibre heat resister, cushion and silencer frame up the talking points for the sale of the article. The best pads can be washed with soap and water and are always clean.

The cost of having a table top refinished now is no small item and most any woman buying a table would buy a pad to go with it if its advantages were brought to her attention.—*Carpet and Upholstering Trade Review.*

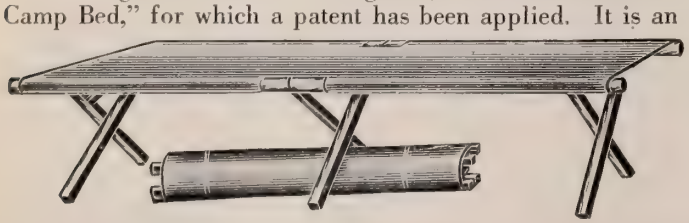
PROPER USE OF SPACE MAKES FOR EFFICIENCY

EFFICIENCY in the utilization of floor space in the retail store may not be as important a factor in successful merchandising as efficiency in buying and in selling. It is, however, a factor, and as such is worth the attention of every retailer. Floor space costs money whether the retailer owns or rents the store he occupies. It, therefore, follows that the merchant should make it contribute as much as possible to his business revenue.

In the economical utilization of floor space it by no means implies that the merchant should cover every possible square foot of it with merchandise. An over-crowded floor is economy in exaggeration, and as such is more likely to be a handicap than a help. The object of the floor display, as that of the window display, is to sell goods. And no modern merchant attempts to crowd his window, for he knows from experience that the most striking displays, and consequently the ones which sell the most goods, are those into the arrangement of which a limited number of articles are used.—*The Toronto Globe.*

SOMETHING NEW IN FOLDING COTS

The Otterville Manufacturing Co., Ltd., Otterville, Ont., have brought out a new folding bed, named the "Canada Camp Bed," for which a patent has been applied. It is an



exceptionally handy cot for motorists, as it can be folded in a short length of space and placed in the bottom of any car without inconvenience to the passengers.

The bed or cot when opened is 6 feet 4 inches long, and when closed is 3 feet 2 inches long. It is very compact and weighs but 15 pounds. The end legs work on malleable hinges, and the centre legs on strong steel stampings. The bed is fitted with heavy white duck. It is an exceptionally strong and comfortable cot.

SALESMANSHIP NECESSARY

NO matter how well trained an organization may be, it is not 100 per cent. efficient unless the spirit of co-operation permeates it from owner to delivery man. Selling furniture to-day is a much harder task than it was a year ago.

Last year almost everyone could sell furniture if the store had a sufficient assortment. To-day most stores have the assortment, but the salesmen in many cases find it impossible to close a sale. Some of them have grown discouraged and need inspiration and encouragement.

Salesmen should be taught the new and finer points of the home furnishing business, so that they will get a new perspective on their job. But before he can teach, the merchant must learn.

The day of bulldozing and fast talking is over in all lines of salesmanship. The new salesman knows his wares so well that even the manufacturer cannot stump him. And to properly fulfill his mission, he should know the customer's requirements better than the customer herself.

To follow a customer through a labyrinth of furniture and quote prices on pieces she inquires about is not salesmanship. It is mere order taking.—*Grand Rapids Furniture Record.*

BASEBALL TICKETS TO DRAW CUSTOM

IF your town is intensely interested in baseball and has a local team and ball grounds on which games are played, you can turn this interest to your advantage. Use tickets to the games as inducements for purchases amounting to a certain total—or give a season ticket to one lucky person calling at your store during a certain week. You will need numbered slips or tickets printed in duplicate, and one given to each caller while you retain the duplicate from which the lucky winner is selected.

Owing to the fact that you will give a great deal of publicity to the local ball team through your advertising of this offer, it is more than likely the manager of the local ball park will meet you half-way in the cost of the season ticket.—*Southern Furniture Journal.*

TEN REASONS WHY THE MERCHANT SUCCEEDED.

1. He kept up with the times.
2. He did not try to do everything himself.
3. He took time for exercise and relaxation.
4. He maintained efficiency by developing able help.
5. He did not permit system to run into red tape.
6. He did not practice cheese-paring economy.
7. He did the little things worth while.
8. He developed his capacity for large things by avoiding the pitfalls of detail.
9. He took frequent inventory of himself and his stock.
10. He was a regular and consistent newspaper advertiser.

—*The Evening Bulletin,* Philadelphia, Pa.

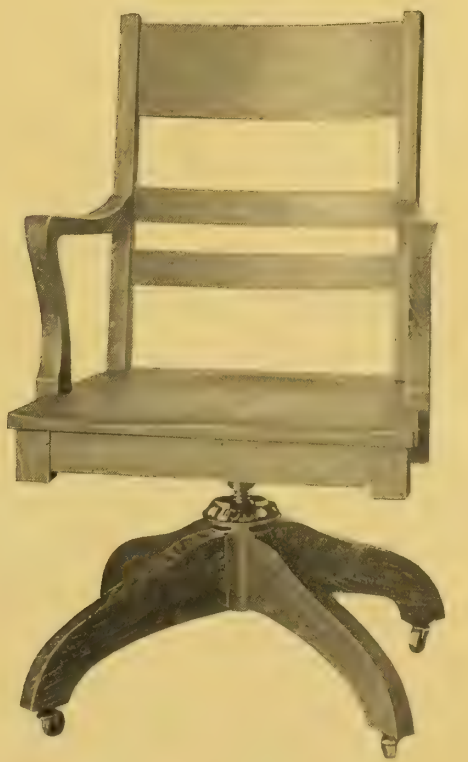
How Many Business Men Are Using Uncomfortable Office Chairs?



No. 63 Office Tilting Chair

Keep your stock up-to-date and get your share of this business.

Our new and extensive line of beautifully proportioned Office Chairs meet every requirement. Can be supplied promptly in any Oak finish, or in Birch, Mahogany or Walnut finish.



No. 53 Office Tilting Chair

We manufacture and have in stock a COMPLETE LINE of Diningroom, Bedroom and Livingroom chairs for immediate shipment. A QUICK turnover of your stock means profitable business.

The Owen Sound Chair Co., Limited

Owen Sound -:- Ontario

Two styles out of many

THE chairs illustrated here are only two out of the many attractive designs that we are able to supply. Medium in price and durably constructed, our reed furniture is both comfortable and of fine appearance, while the materials used throughout are of the highest quality, and the workmanship is of the best.



No. 5072



No. 5012

Be prepared to take care of the increased demand for reed furniture during the summer season.

Suitable for sunroom, den, library, livingroom, etc., it will prove very profitable to always have a few of our chairs on display.

Write us for photos of other designs.

The North American Bent Chair Co., Limited

Owen Sound, Ontario

SHOW YOUR GOODS

Occasionally one sees a salesman who in reply to the question, "Have you so and so?" will reply, "Yes we have this and that and the other," making no move to display the goods. It is the worst kind of retail salesmanship to allow the customer to ask, "Will you show them to me?" To quiz the customer too closely as to just exactly what he wants gives the impression that you want to save yourself the trouble of showing more articles than necessary. Often the customer does not know exactly what he wants, or the exact name of it. He wants to see what you have and make his own selection. Traveling salesmen who sell furnaces and harvesting machines have to be content with merely talking about their wares, they cannot carry them in their sample cases. The retail furniture salesman has the advantage of showing his wares and letting the goods talk for themselves.

A common mistake among retail sellers is asking the customer how much he wishes to pay. Few people go into a store with the idea of spending a fixed amount. Often a customer does not know the average price of the article he wishes to purchase. The question creates an unpleasant impression; it is too much like saying, "How much money have you, I want to get it all away from you." It is better by far to show the article, mentioning its price. If it is too high the customer will soon let you know.

SAVING MONEY BY PAYING BILLS

The business man who finds it inconvenient to discount his bills or who says it doesn't matter much anyway, should give the matter a little serious thought. Two per cent. off for cash doesn't seem much, but you can borrow money of your banker at a much lower rate of interest. Just take a glance at the table below and you will have a better understanding of what discounts mean in dollars and cents.

1%	ten days, net 30 days,	18%	per annum
2%	ten days, net 30 days,	36%	per annum
3%	ten days, net 30 days,	54%	per annum
3%	cash net 30 days,	36%	per annum
5%	ten days, net 30 days,	108%	per annum
8%	ten days, net 30 days,	142%	per annum
2%	ten days, net 60 days,	144%	per annum
3%	ten days, net 60 days,	216%	per annum
2%	30 days, net 60 days,	24%	per annum
5%	30 days, net 4 months,	20%	per annum
3%	30 days, net 60 days,	36%	per annum

Bills have to be paid, so why not pay them promptly—and make money at the same time?

ANTIQUE HANDMADE CANADIAN CHAIR

Mr. J. G. Hay, president of The North American Bent Chair Co. Ltd., Owen Sound, Ont., has the original chair here illustrated. It was made by Mr. Lewis Whitney at Grimsby, Ontario, in 1819, one hundred and two years ago. The chair is made by hand and shows the hand



plane marks on the bottom of the seat, which is over two inches thick. It is a perfect chair, well finished, and is in as good condition to-day as it ever was.

Mr. Whitney was the great grandfather of Mrs. Hay. Mr. Hay's father opened a factory with machinery operated by steam for the manufacture of chairs at Woodstock in 1855, the year Mr. J. G. Hay was born.

The North American Bent Chair Co. is said to be the largest chair factory under the British flag and is now manufacturing all kinds of chairs, including reed and rattan.

The most unfortunate man is he who has allowed himself to get into a rut; who goes on from day to day, doing the same old stuff.

CHAIRS
with a
Reputation

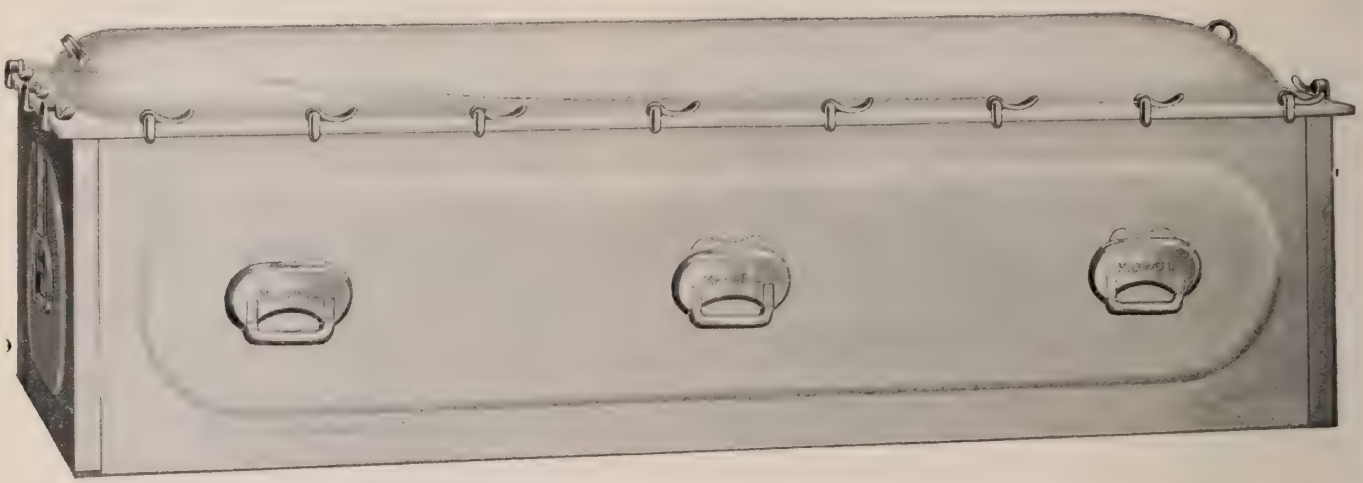
Correctness of design, durability, excellence of manufacture and finish, put BALL Chairs in the dealer's "profitable" class.

The designs are attractive and in keeping with the prevailing styles, which make them ready sellers.

A customer is as well pleased with a Ball Chair after it has given years of service as when the purchase was made.

The Ball Furniture Co., Limited
Hanover : Ontario

THE MAXWELL
Sanitary Copper-Alloy Vault



Manufactured Exclusively of Copper-Bearing Steel
The Most Rust-Resistant Steel or Iron

Known to the Art.

Its Superiority is Now Generally Acknowledged

Even by those not making exclusive use of the material.

MAKE NO MISTAKE

Handle and sell the goods you can depend upon.
The Maxwell Vault has never failed you.

Its Quality is Always Maintained Regardless of Expense

Carried in stock by all leading jobbers.

REVISED PRICES

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

CAN EMBALMING BE SAVED? IS EMBALMING WORTH SAVING?

Part II of third article of series by Prof. H. S. Eckles.

Written for Canadian Furniture World and The Undertaker

We may rightfully assume that Nature in regulating the size, length and number of these conduits has seen to it that each part of the body is adequately supplied with blood during life, and therefore we may with equal assurance assume that a proper proportion of fluid will be distributed through them after death if we follow a proper procedure, use a scientific fluid, and release from the veins a sufficient quantity of blood to permit the pressure on our fluid bottle to be effective.

Unless we drain from the vein while injecting through the artery, we cannot properly transform pressure into motion sufficiently to secure a thorough and even distribution of our fluid. Failure to drain produces back-pressure and faulty distribution. Injection of the vein does exactly the same thing, at least as far as the face and upper trunk are concerned.

Nature has provided two great reservoirs in the body for impure blood. One of these is the vena cava; the other is the lungs. Since by the elimination of a large part of this blood we not only provide a place for our disinfecting fluid, but also promote our second object of beautifying the body for funeral purposes by withdrawing from the system the discoloring element, blood, it is highly desirable that we withdraw such blood as we can obtain from the superior vena cava, because it is the great reservoir into which drain the veins from the parts of the body which we wish to beautify for funeral purposes.

This is best accomplished through the axillary vein which is the most accessible and located in the most inconspicuous part of the body, the armpit. Through it a tube can be passed beyond the last valve in the innominate vein, which empties into the superior vena cava itself.

Direct drainage, therefore, can thus be effected from the veins in those parts of the body in whose cosmetic effect we are most interested.

At the same time we relieve the counter-pressure on the veins and permit our fluid, after passing through the capillaries, to occupy the space where the impure veinous blood had been before we drained it from the veins by way of the superior vena cava.

In addition to being the most complex of all of Nature's machinery, the human anatomy is a series of checks and balances. While Nature presumes that every organ will unfailingly do its duty, there always is provided some "safety valve" to act in the emergency of a failure of one organ to function temporarily.

One of these safety valves exists in the fact that the walls of the arteries, while resisting stretching under pressure, are, to a certain extent at least, permeable, in order that the heavy, fibrous walls of the arteries themselves may receive the life-giving fluid, blood, and that those portions of the tissue adjacent to them can be nourished.

But the heart pumps on and on. The blood continues to course through the arteries and capillaries where, after having performed its function and having gathered the impurities of the body, it is accumulated in the vein for transportation to the heart, and thence to the lungs for purification and oxygenation.

Every embalmer knows that arterial blood is pure, that veinous blood is impure. It must be apparent, therefore, that Nature would provide that the veins be not permeable, and that Nature would see to it that the poisons of the human system did not penetrate the walls of the veins and thus carry death to the surrounding tissue.

Nature provides a check against another disaster when she makes the walls of the veins elastic, so that in the event of an obstruction, whether it be from external pressure or from internal clot of congestion, that the heart still may beat on and not be choked into inaction by back-pressure from blood-gorged veins.

The elasticity of the vein is another one of Nature's checks and balances. It forms another safety valve which Nature has provided.

But it also points out the reason why sufficient pressure could not be obtained to secure an even distribution through the veins even if they did not contain valves.

I am sure that no one who carefully considers these facts of anatomy could by any possibility embrace the Fads, Fancies and Fakes now so widely exploited, nor fall into the error of injecting the vein instead of the artery, since doing so would be not only to diverge from Nature's pro-

COMING 1921 CONVENTIONS

Canadian National Funeral Directors' Assn., Winnipeg, July 6.
Manitoba Funeral Directors' Assn., Winnipeg, July 4, 5, 6.
Saskatchewan Funeral Directors and Embalmers' Assn., July 12, 13, 14.
Nova Scotia Funeral Directors' Assn., Halifax, fourth week in August.
New Brunswick Funeral Directors' Assn., third week in August.
Alberta Funeral Directors' Assn., early in July.
Canadian Embalmers' Assn., Toronto, Sept. 6, 7, 8.

cesses, but also would be to attempt to use organs of the human body in a manner for which they are not created. Veins were not constructed to withstand the pressure necessary to thoroughly distribute your fluid. If we were to secure pressure—and pressure is necessary to thoroughly distribute our fluid—it must be through the artery, because Nature has so designed them that they will distribute fluid under pressure, and not expand as do the veins.

If we attempt to inject only in those portions of the body (the head, neck and extreme upper trunk) where the valves are rudimentary and where no great pressure is necessary to secure distribution anyhow, we can in a measure distribute our fluid, but even there we cannot get sufficient pressure to thoroughly permeate the capillaries and the tissue.

Downward into the trunk and lower limbs of the body no distribution of fluid at all is possible through the veins. This is positively certain, because here the valves in the veins absolutely prevent the movement of the fluid in a direction contrary to that which Nature provides for the circulation of the blood.

Don't take my word for it, try it yourself. Do what I did to assure myself that practice and theory give precisely the same results.

Go to the nearest drug store, procure a couple of dozen medicine droppers; remove the rubber cap or bulb at the end and insert the small end of the medicine droppers in various veins in the trunk and lower limbs, ligating them. In order to be sure that there is no collateral circulation through connecting veins, insert one tube pointed away from the heart and another tube in the same vein pointing toward the heart. When the entire twenty-four are thus inserted in twelve different veins, apply all the pressure you please to your fluid bottle and dry to direct fluid into the veins.

Put on sufficient pressure to dilate the veins of the neck and face, where there are no valves, even to the point of distortion, and there still will not be the slightest movement of blood in the veins below a line drawn from the armpit to armpit. If there were the slightest circulation of fluid through the lower trunk and limbs of the body, this would be quickly evidenced by blood flowing through the glass tube which you had inserted in the vein.

Try it. You will find none whatever.

Now, what does all of this mean?

It means that if we are to secure a distribution of fluid, we must do so through the arteries which Nature has constructed to withstand the pressure of our pump and transform that pressure into motion and the distribution of our fluid; that if we attempt to inject the vein, we will get circulation only to the face and neck, and even there it will be imperfect.

We will succeed only in producing reflushing of the face —the very thing every scientific embalmer tries to avoid.

No fluid whatever will reach the trunk of the body. It will be absolutely unembalmed, which means not disinfected, with every germ of disease and decomposition left to pursue its usual course of destruction; which means that every body so embalmed will decompose exactly as if no fluid at all were injected, because there will have been absolutely no circulation of fluid there; it means that at least as far as the trunk and limbs were concerned, that our embalming was a failure, and that we have not embalmed the body and have not destroyed the germs of either decomposition or disease; it means that these facts established in the courts would destroy our entire license system—certainly would cause the revocation of the license of the men practising such a trade and unscientific method.

The supreme pity is that the men who have sold their voices to manufacturers who are endeavoring to foist the vein-injection fallacy upon the profession did not use their heads for the purpose for which Nature so evidently intended them—the manufacture of piano keys.

(To be continued.)

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DR. FERGUSON ADDS NEW EQUIPMENT

Dr. G. W. Ferguson, as the funeral directors would say, "has just added a Lexington Thoroughbred Special Sport Speedster to his motor equipment." Just as we go to press we learn that the doctor's car, although carrying a whistle and the right colors, is not eligible for the fire department, because of having black fenders and top.

HAMILTON FIRM BUY NEW MOTOR EQUIPMENT

Wray Bros., proprietors of Blatchford & Son, Hamilton, Ont., lately added some new motor equipment consisting of a new Willys-Knight hearse, service wagon, casket wagon, sedan and coupe. This fleet of Willys-Knight motor cars represents an expenditure of $36,000, which shows conclusively that Canada's funeral directors, through their willingness to buy, are aiding in a large way in assisting commerce in a return to normal conditions.

WHY EMBALMING FLUID IS DEAR.

One of the largest manufacturers of embalming fluid in Canada states that the funeral director should not hesitate over price to buy fluid he really needs or which he thinks he may need, judging from his past experience in business, as it may be many, many months before the slightest decrease from the present price can be effected on account of the high cost of raw materials.

It is interesting to know that formaldehyde, the fundamental disinfectant and preserving chemical in embalming fluid, is used in large quantities in our Western wheat fields where the wheat is soaked in a formaldehyde solution before planting, for the purpose of preventing smut or rust; also that the large rubber and tire companies use vast quantities of formaldehyde in their different processes of making rubber products. A great number of tanneries also use formaldehyde in the preparation of leather and furs; and some of our most prominent disinfectants and fertilizers are composed largely of formaldehyde, which, before the war, was purchased from Germany, because they could produce it cheap. Now Canada is making all or most of her own chemicals, at a higher cost, it is true, but at a satisfactory sacrifice. Thus the price is controlled by many other users of chemicals and not as one would think by embalming fluid makers, who absorb but seven per cent. of the formaldehyde used in Canada to-day.

FINE FUNERAL HOME IN THE WEST

By S. M. MONDS,
Dominion Manufacturers, Limited



ONE of the finest funeral houses in the West for a town of its size is that of C. E. Cleland & Son of Weyburn, Sask. It was at the beginning of May last year that C. E. Cleland & Son purchased the property cornering on Coteau avenue and Third street, and commenced the work of erecting one of the finest funeral homes in the province of Saskatchewan. The construction work progressed all summer, Mr. Cleland personally supervising the operations. The final work of furnishing the interior has been completed and the new building is now occupied for its future uses.

The chapel has been finished with rugs and easy chairs, an organ, and collapsible chairs for use at services. Seating capacity is available for on towards two hundred people by the opening up of the folding doors leading into a rear room. Nothing has been spared to make this new building a home away from home for relations of those who pass away, possibly far from their own homes.

Besides the reception room on the ground floor there are also the office and the casket room, from which an elevator leads to the morgue in the basement. The newest apparatus has been added to the equipment of the morgue. The basement is the full size of the building. The steam heating plant installed heats the entire building as well as the garage at the rear.

The adjoining wing to main building is used for residential purposes, as also are the five large rooms of the upstairs in the main section.

The garage provides room for the hearse and motor cars, and is 22 x 36 feet in size, and is located to the rear of the property. The exterior of the set of buildings is done in stucco.

NEW FUNERAL PARLORS AT SASKATOON

A new, two-storey brick building, 100 ft. by 35 ft., costing between $20,000 and $30,000, will be erected by G. H. McKague and Sons at the south-east corner of Third Avenue and Twentieth Street, Saskatoon, Sask. The McKague firm will occupy the entire structure, which, when completed, will be one of the finest and most up-to-date funeral parlors in Western Canada.

Work on the foundation will be commenced about the end of June, G. H. McKague said, and it is hoped to have the new building finished by December. The Coy Block, a frame structure which now occupies the site will be moved.

R. M. Thompson, architect, has completed blue prints for the building. Contracts will be let in the near future. The new structure will front 35 feet on Third Avenue and 100 feet on Twentieth street east. A modern ambulance garage will be built at the rear of the two-storey building, with a direct entrance from Twentieth Street.

A feature of the plans for the front of the building is a 10-foot verandah. This will shelter funeral parties during inclement weather and the old method of mourners congregating on the sidewalk will thus be abolished.

On the ground floor will be a large main office, a waiting room, private business office and a chapel. This latter will be 32 feet by 15. At one side of the chapel will be a mourners' room, with a private entrance. On the other side of a hallway the plaans show another new feature in the shape of a room where a body waiting for burial will be placed. Here remains will lie in state among luxurious furnishings.

Two Show Rooms.

There are two large show rooms, for the display of caskets. One will contain the bronzes, oaks, mahoganies and more sumptuous styles, while, in the other side of the hallway the plains are shown.

A casket maker will have a large trimming room in which to work. This adjoins the morgue.

A convenience hitherto lacking will be a doorway between the morgue and the garage, through which the bur-

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dens of ambulances and hearses may be carried without exposure.

Upstairs, men who are on duty night and day will occupy a suite of three rooms, with bathroom connecting. There will also be a large recreation room for the staff. The second floor contains three more chambers, one of which will probably be used as an auxiliary waiting room for mourners.

The property on which the building will be erected was purchased for $6,000. It is expected the cost of the building proper will be about $25,000, although tenders have not yet been invited.

A LITTLE BIT OF MARITIME HISTORY

The editor of this paper is indebted to Mr. F. W. Wallace, editor of The Canadian Funeral Director, and one of the most enthusiastic men in the profession in the Dominion, for the particulars in the following summary of association work in Eastern Canada. Nobody knows better than Mr. Wallace the conditions of the profession at that time and the difficulties to be faced. It is no wonder that he is lovingly called the "Grand Old Man of the East."

The first Maritime Funeral Directors' Association was organized at St. John, N. B., in May, 1893 (just 28 years ago) by Prof. J. H. Clark, who was giving a series



An early portrait of F. W. WALLACE

of lectures on embalming in that city. Officers were elected and committees appointed. Unfortunately, however, an executive or general meeting was never called.

At the inauguration meeting, when the Association was formed, W. H. Wallace represented the firm of Wallace Bros., Sussex, N. B., which had been formed that year by the two Wallaces, F. W. and W. H.

Association matters drifted for ten years until, in March 1903, the then Maritime Casket Co., of which J. G. Walker, an Ontario man, was manager, procured the services of Prof. C. A. Renouard, of the Renouard Training School of New York City, for a three-days' course of lectures.

On the last day of the lectures it was decided to reorganize the M. F. D. A., and invitations were sent to directors in Eastern Canada, Prince Edward Island, Nova Scotia, and New Brunswick, to become members. Mr. F. W. Wallace attended this meeting and from then on has been prominently identified with his profession and with association work. His big hobby is to see a "National" association functioning before he leaves this mortal sphere.

G. Dudley Wright was elected president and F. W. secretary-treasurer. With the promise of every man present to help the association and the officers in their work, the new secretary sent out monthly a little 8-page bulletin. At the next year's annual meeting the association asked secretary Wallace to enlarge the Bulletin, which he did for a year.

Then followed a year's suspension; Mr. W. H. Wallace withdrew from the Wallace Bros. firm and The F. W. Wallace Co. was formed. After the year's quietness the paper was revived under the title "Canadian Funeral Director," and twelve yearly volumes were issued regularly.

The world war upset many calculations and for several years the "C. F. D." did not appear. In the meantime the Nova Scotia F. D. Assn. was formed and also the New Brunswick Association, in both of which Mr. Wallace holds membership, as well as being an honorary member of both the New York Embalmers' Assn. and the C. E. A.

At last year's meeting in St John Mr. Wallace was asked and promised to publish the C. F. D. for a year. Six months have gone by and when next fall's meeting time rolls dound it is Mr. Wallace's intention to relinquish the editorship of the paper, after putting out thirteen volumes.

While retiring from active participation in funeral directing and editing the kindly old gentleman will not give up his connections with his work or his profession but "while life and memory lasts" will be a helper to the end."

Something of a philanthropist Mr. Wallace has sent his paper to all funeral directors in the Maritime Provinces whether paid-up subscribers or not; and not a few copies find their way up here to Ontario, throughout Canada, into Newfoundland, the United States and into England.

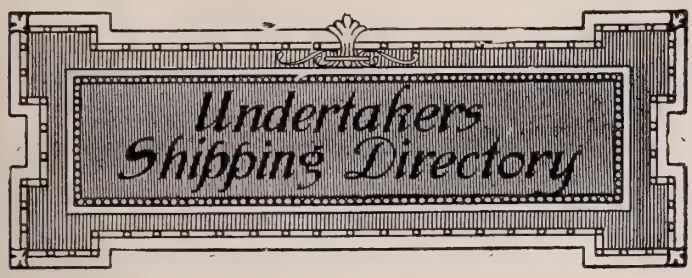
In putting out his paper Mr. Wallace has been editor manager, office boy and printer's devil. He has wrapped his paper, addressed them, stamped and mailed almost every issue, besides answering correspondence, running messages, and doing the odd jobs about office and printshop when the comp. or pressman were taken sick or fell down on the job.

That Wallace certainly is a queer cus.

"OPTIMISM"—MAY 1, 1921

By Jack McLaughlin

Whatever else may happen,
Now that the country's dry;
The sailor will have his port,
The farmer have his rye:
The cotton still has got its gin;
The seacoast has its bar,
And each of us will have a bier,
No matter what we are.



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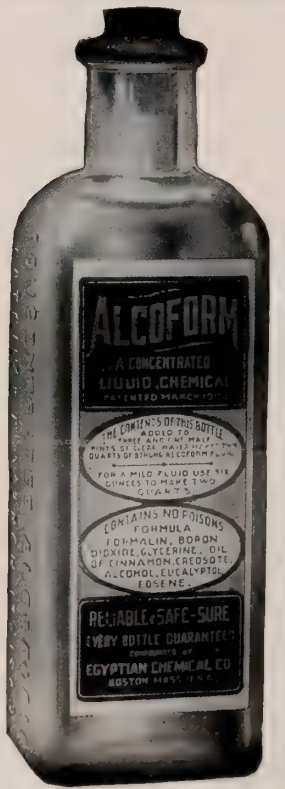
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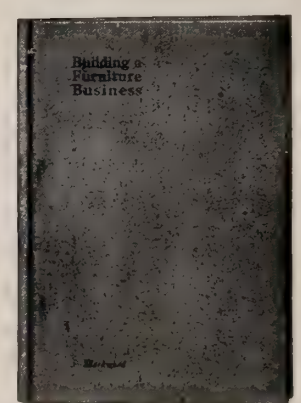
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The Canadian FURNITURE WORLD

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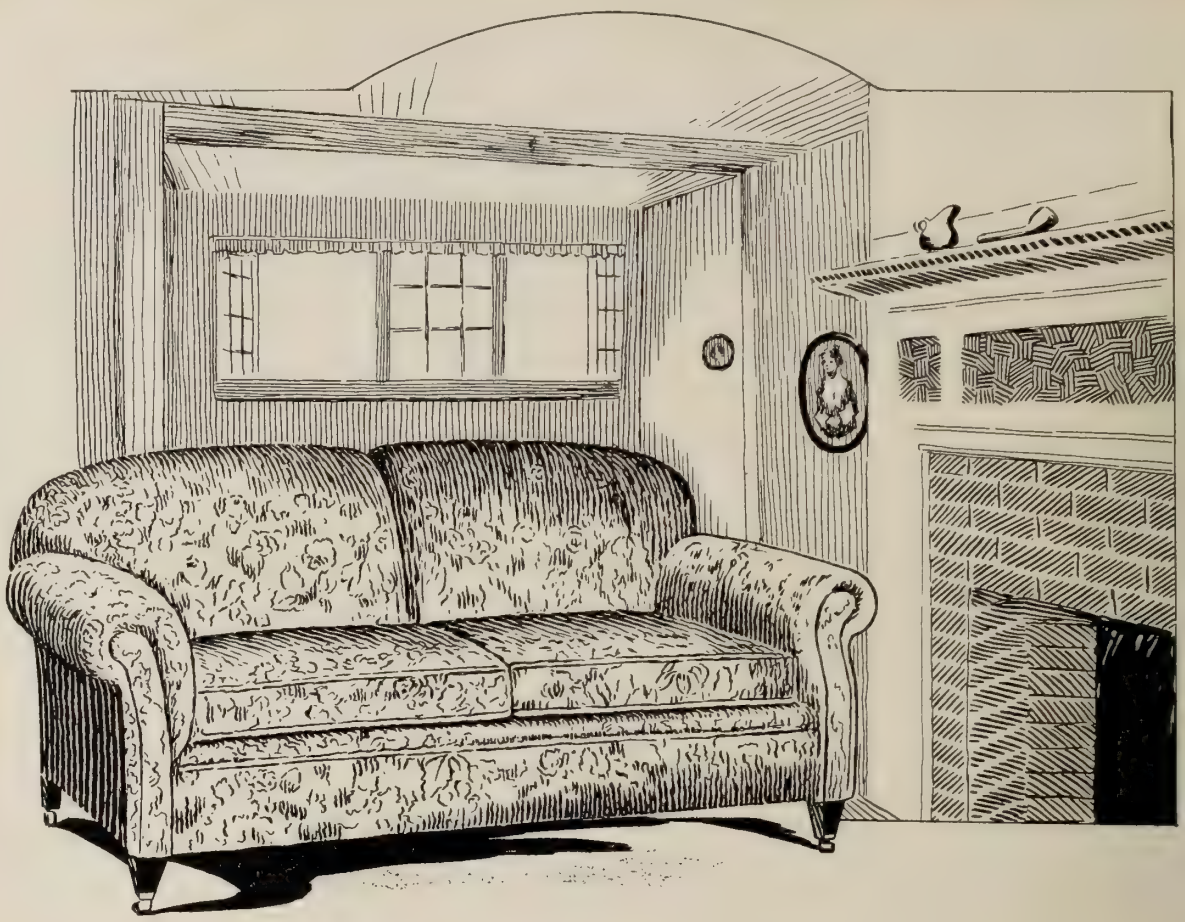
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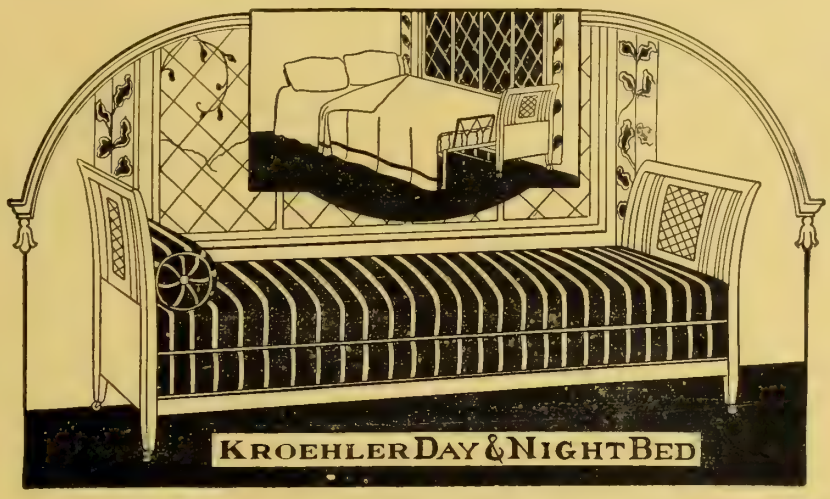
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The high grade of workmanship displayed is evident even to those unacquainted with the making of furniture.

We are able to offer this line at very attractive prices and will gladly furnish quotations.

There is nothing to be gained by delay.

THE KINDEL BED COMPANY, LIMITED

STRATFORD -:- ONTARIO

STRATFORD FURNITURE



440

McLagan

This exquisite Bedroom Suite made in mahogany and walnut is no exception to the McLagan high standard of quality.

It embodies the most desirable features in home furnishings---taste, refinement, comfort and service.

A display of McLagan Furniture never fails to draw customers.

The McLagan Fu

STRATFORD



447



446



449 D

STRATFORD FURNITURE

Furniture

Many dealers have established their business on McLagan Furniture, because they foresaw that quality would inevitably overcome competition, and that price is a weak argument except when taken into consideration with quality.

Careful and prompt attention will be given to your enquiry for further particulars.



442

iture Co., Limited

ONTARIO



449 D

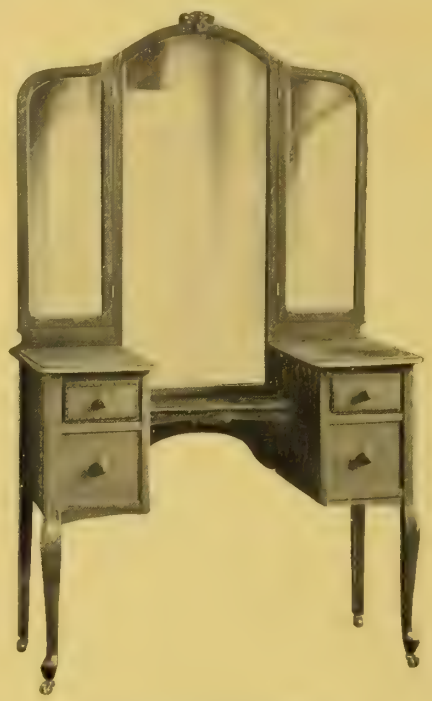


449 R



443

STRATFORD FURNITURE



No. 215 Vanity Dresser

Furniture for

In furniture for the Chamber the Stratford Chair Line presents an ample variety of distinctive patterns in each of the favored period styles. In every case this furniture offers the added advantage of unsurpassed workmanship, perfect finish, and prices that compare most favorably with less distinguished goods.

Remember that we make a com
Living Room, Dining Room,



No. 215 Stool

THE STRATFORD

STRATFORD



No. 215 Bed



No. 215 Dresser

STRATFORD FURNITURE

the Chamber

The majority of your customers are looking for furniture that is pleasing in design, substantial, built along practical lines, yet is moderate in price.

Because Stratford Furniture answers these requirements, it has proved itself to be a profit-maker for the dealers who handle it.



No. 215 Chifforobe

prehensive line of chairs for the Den, Bed Room, and Library.

CHAIR COMPANY

ONTARIO



No. 215 Chair



No. 215 Rocker



No. 215 Bow End Bed

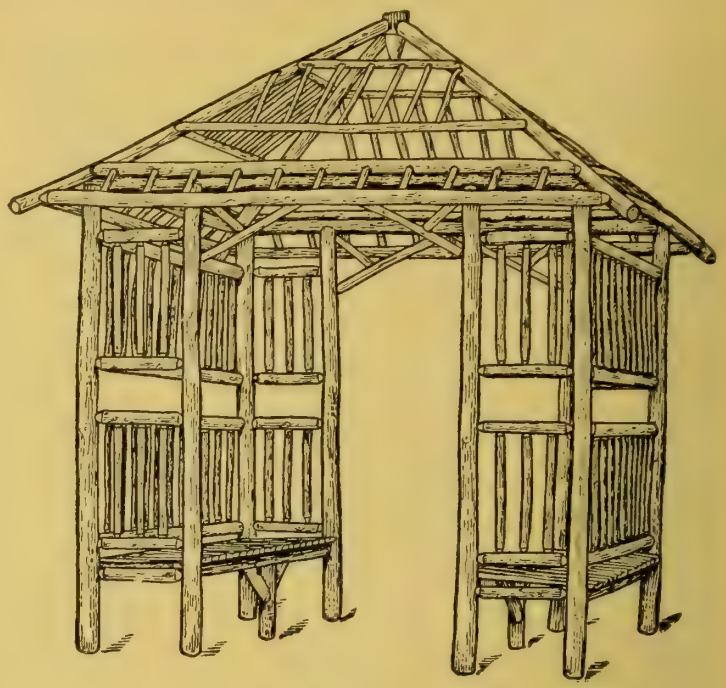
STRATFORD FURNITURE

For Verandahs and Lawns OLD HICKORY

It is now time to think of Fall House Furnishings. We have everything ready for our usual progressive service to put your fall floor at its best.

Reed Furniture For the Home

Keep up your reed sales. The people want a variety of designs and finishes.



THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD -:- ONTARIO

ADVERTISING THAT PAYS

WANT ADS BRING RESULTS

2 cents per word per insertion

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Ltd, 51 Wellington W., Toronto



No. 119—Chiffonier
Top 21 x 38

A
Queen Anne Suite
in
Solid Walnut
that will
Sell Readily
and give
Lasting Satisfaction.



No. 118 Desk
Top 20 x 38



No. 1181—Rocker



No. 119
Dressing Table
Top 20 x 38
Mirror 20 x 24

Careful and sincere workmanship lends its influence to the graceful and dainty design of this Queen Anne Suite, to make it an appointment of genuine Jacques merit.

The value of this suite alone is sufficient to demand the interest of your customers.

A display of furniture is not complete without a representation of Jacques craftsmanship.



No. 118 Bed
Head 51"
Slat 54"



No. 118
Vanity
Dresser
Top 21 x 48
Mirror 20 x 46

The Jacques Furniture Company, Limited

Kitchener, Ontario



No. 560 BED

Dealers really admit that M. & H. Furniture sells well. Have you considered why it is now a good seller and why it has great sales possibilities? Briefly the answer is: because it gives all round satisfaction. This means that the workmanship is right; that the design is right; and that each piece fully answers its purpose as an article of utility; in short--that quality predominates.

Answer this question for yourself: What are the sales possibilities of such a line of furniture?

Write 'phone or wire your order at our expense.

MALCOLM & HILL, LIMITED

Head Office
KITCHENER

Branch Factory
LISTOWEL



THIS serviceable dining-room suite in mahogany possesses beauty of finish and design that cannot pass unnoticed by the prospective purchaser.

High quality characterizes this suite as it does all other Malcolm Furniture. It is sure to become popular with customers of discernment.

The Andrew Malcolm Furniture Co., Limited

Head Office: KINCARDINE

Also at LISTOWEL

Camp and Verandah Furniture



No. 35 Chair

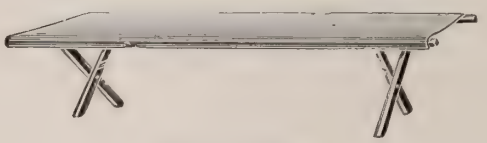
All styles of Reclining and Folding Chairs.
Folding Camp Cots—three styles.
Folding Camp or Card Tables.
Beach Rests and Lawn Seats.

We Make a Complete Line.



No. 5F Chair

Summer is here.
Your customers are buying these goods.
Are you selling them?



Hotel Cot Bed

Business is good with the merchant who gets after it, and is prepared to supply his customers.

Put in a sample stock and you will be able to please and satisfy every customer. If you haven't our catalog write for No. 39, with price list. Enquiries given prompt attention.

Otterville Manufacturing Company, Limited

OTTERVILLE :-: ONTARIO



Sidway

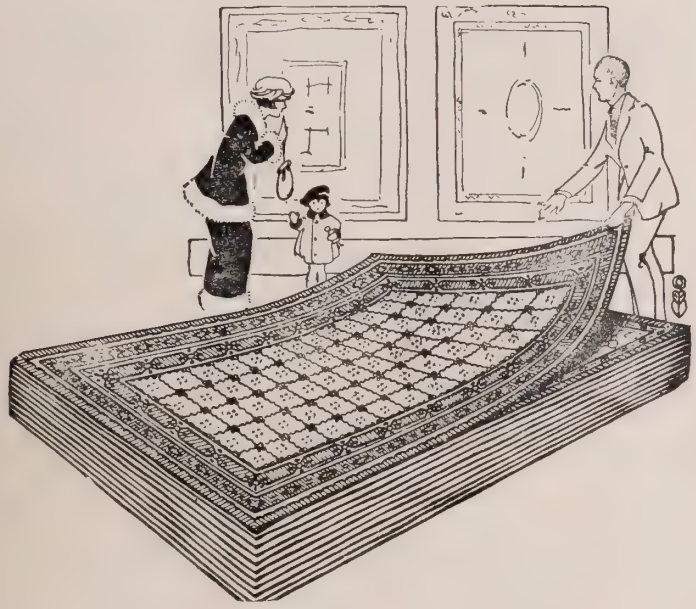
HOT WEATHER LINES
for
Baby Vehicle Department

We are able to make prompt deliveries of orders for

Park Carts
Strollers
Sulkies, etc.

There is a big demand for these useful vehicles during the summer months—Dealers will find it profitable to have stock on floor.

SIDWAY MERCANTILE CO.
MANUFACTURERS
TORONTO - ONTARIO



Show Them

Linoleum Rugs

When customers visit your store make it a point to display your stock of DOMINION LINOLEUM RUGS.
It will pay you well.

This is a Linoleum Year

When a prospective customer comes to your store don't miss the opportunity afforded of placing the advantages of Linoleum and Linoleum Rugs before her. Turn the Rug over, point to the strong canvas back, tell her how this strong jute canvas is selected by skilled natives in far-away India. Explain how the weather-resisting cork of the cork oak is imported from Spain and Portugal; how it is crushed and ground to the desired fineness and then incorporated with kauri gum and special ingredients that make long wear possible. Further, tell your customer that these genuine "DOMINION" Linoleum Rugs are health-promoting, the most convenient floor coverings that can be bought, and that no fastening is required.

Is it proving all that you expected, and are there ways in which we can assist toward accomplishment of your objective?

Use these strong arguments
Make attention-compelling displays
Plan to sell more rugs than ever before.

Have you our paper patterns for making displays?
Supply sent free for the asking.

Our products distributed by the wholesale jobbers.

DOMINION OILCLOTH & LINOLEUM CO., LIMITED

MONTREAL, CANADA

Good Taste In Upholstered Furniture



No. 619 Arm Chair
Size: 35 in. wide, 35 in. high, 35 in. deep.

CORRECTED PRICES

	Tapestry Grades	A	B	C
No. 619.	Chesterfield	$64	$69	$74
No. 619.	Chair	35	37	39

Photographed in "A" Tapestry

¶ Woeller - Bolduc Upholstered Living Room Furniture is always popular. Its ample and comfortable proportions readily catch the eye of the prospective customer. On close inspection the workmanship, design and high-grade coverings are strong factors in making this suite a ready seller.

¶ Permanent Showrooms in Waterloo; in the new Birks Bldg., Montreal, Mr. A. T. Edwards in charge; in Vancouver at 322-324 Water Street, Mr. V. H. Wetmore in charge.

Woeller, Bolduc & Co.

Waterloo, Ont.



No. 619 Chesterfield. Size: 78 in. Long, 35 in. high, 35 in. deep.

Appearance Counts; but---

It must be backed by High Quality

Woeller Bolduc Upholstered Living Room Furniture not only appeals to the eye, but the closest scrutiny serves only to reveal its genuine quality in materials and workmanship.

Although this furniture is already very popular it is destined to rise higher in popular opinion. Every dealer therefore, should consider the merit of the Woeller Bolduc line as a maker of profit.

Permanent showrooms in Waterloo; in the New Birks Building, Montreal, Mr. A. T. Edwards in charge; in Vancouver at 322-324 Water St., Mr. V. H. Wetmore in charge.



No. 608 Arm Chair
Size: 34 in. wide, 34 ir. high, 35 in. deep.

	Tapestry Grades	A	B	C
No. 608.	Chesterfield	$81	$87	$93
No. 608.	Chair	$44	48	51

Photographed in "A" Tapestry

Woeller, Bolduc & Co.

Waterloo, Ont.



No 608 Chesterfield. Size 80 in. long, 34 in. high, 35 in deep.

THE REAL THING IN EASY SELLING

A wagon that is not merely an ideal plaything but a very useful article. As an all-year seller it is hard to beat. Runners interchangeable with wheels are supplied for winter use.



No. 2
The Standard
Big Seller

Prompt Deliveries

MANUFACTURED BY

The Woodstock Wagon & Mfg. Co., Ltd., Woodstock, Ont.

Special Representatives: Bissett & Webb, Winnipeg; D. Smith, Calgary; Fred. C. Myers, Vancouver; Louis Duhamel, 245 Stewart St., Ottawa.
Montreal City and Maritime Representative: A. W. Cope, St. Lamberts, Que.



Have you written yet about our special gross lot offer?

EVERYBODY NEEDS A

PEERLESS FOLDING TABLE

Everybody needs a Peerless Table—it is exceedingly handy, compact and durable.
A ready seller at all times and a splendid introducer of business.
Very little sales effort is required and if displayed to advantage they sell themselves.
Everybody can make good use of a Peerless, and the satisfaction created in each buyer means so many advertisements for you and your store.

Hourd & Co., Limited Sole Licensees and Manufacturers DEPT. W LONDON

CHESTERFIELDS
CHAIRS
COUCHES

The kind that a dealer would choose for his own home, and can sell readily to his customers.

A "Super Upholstered" Line

Grand River Upholstering Co. : Galt, Ont.



No. 807

Extension Tables

The "20th Century" Line

The many exclusive features of the "20th Century" combined with its winning appearance and undisputed quality give it a selling power that every dealer welcomes. Special attention is given to the selection of materials, and the superior workmanship is evident.

On account of the "Tilt Top" feature these tables take up less than 50% of the usual space—thereby helping to reduce your costs.

The "Tilt Top" Twin Table is another quick seller that possesses many attractive and valuable features apart from its genuine quality.

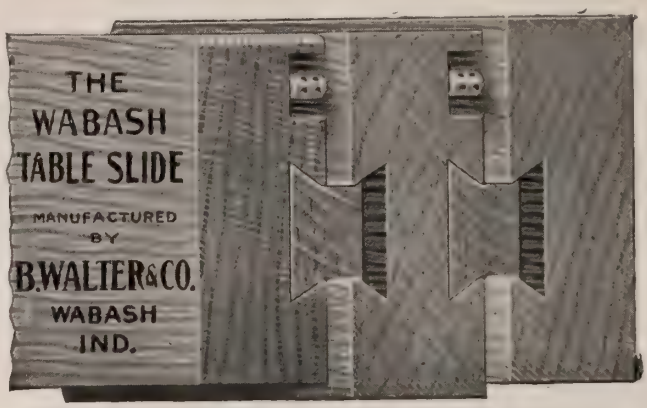
The Chesley Furniture Co., Limited

CHESLEY -:- ONTARIO

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

GIFTS Summer is visiting and gift time.
Trays make good gifts.
Small Framed Pictures.
A photograph of baby (framed of course.)

Fill in This Picture Yourself
Our line of Empty Roman Gold Frames with corners has established itself as the best line and the first line of its kind on the continent.

Make your shop a gift shop.

MATTHEWS BROS., LIMITED
THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA

The Gendron Manufacturing Co., Limited



Manufacturers of

Children's Vehicles, Reed Furniture, Sleds and Sleighs.

Our travellers are now on the road with a new line of carriages and carriers for the coming season. See them before buying.

The Gendron Mfg. Co., Limited, Toronto

Merit - -

We have endeavored to manufacture furniture that answers the dealers' requirements as well as that of his customers and, judging by the demand for Art Furniture, we believe we are working along the right line.

On account of its genuine merit and high quality it continues to please from the day it is purchased.

Write us for Quotations.



Art Furniture Co., Limited

Kitchener - Ontario

Dining-room Furniture and Good Business

The Beaver Line

We believe that the dealer who builds up the best business is the one who supplies his customers' normal demands with good quality furniture at moderate prices.

For quality, design and style, Beaver Furniture attracts a very wide range of customers, and ensures steady sales and absolute all round satisfaction.

Write for prices on our Solid Walnut and Quartercut Oak Dining Room Suites.

The Beaver Furniture Company, Limited

Kitchener -:- Ontario



The great popularity which upholstered furniture has attained points a ready market for a line that comes within the reach of the average purchaser.

The high quality of the materials used and the splendid workmanship throughout combine with taste in design to make a ready seller that is appreciated as much by the dealer as by his customers.

H. W. GLADY UPHOLSTERING COMPANY

Corner Union & Herbert Streets. Phone 400
WATERLOO :: ONTARIO



Kapok Mattresses

- - Sell - -

There is no time like the present for pushing a line that is going to bring good returns.

No matter what class of patrons you have there are always customers for Kapok mattresses.

Their thorough reliability is what makes them sell and keeps them sold.

Our Kapok mattresses are filled with 100% pure Japara Kapok, which produces a mattress of lightness and resiliency that is most desirable.

A real trade builder that gives all round satisfaction.

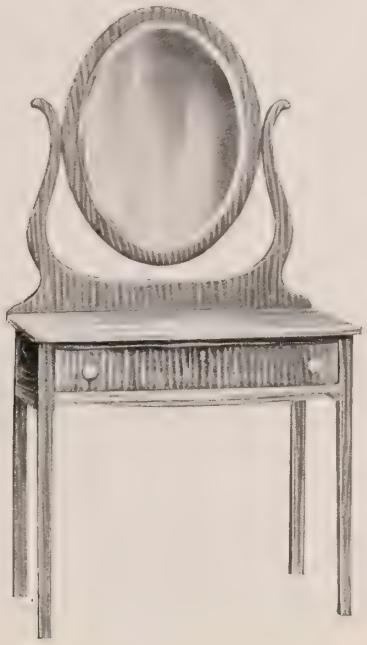
The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

The Meaford Line

There is always a demand for furniture that meets with the public's requirements of quality and taste, combined with an outlay which comes within the average means.

This is the reason why Meaford furniture has been continuously popular, and there is no limit to its sales possibilities.

As Meaford furniture is built in period designs, selections can be made with due regard to individual requirements.



No. 510



No. 531



No. 619

Meaford Manufacturing Co., Limited

MEAFORD, ONT.



Wheel Bassinets
Drop Side Cribs in Wood
Baby Walkers
Cradles

Reed High Chairs
Reed Rockers
Commode Chairs
Play Yards

We are now getting out a new catalogue

Agents for
C. H. Hartshorn

Baby Carriages
Strollers
Sulkies

Gem Crib & Cradle Company
OF CANADA
Kitchener, Ont.

YOUR AVERAGE TRADE WANTS UPHOLSTERED FURNITURE

There is no doubt that the highest grade of upholstered furniture is above the means of the average trade. Therefore the dealer who caters to that trade should aim to furnish merchandise of a high standard of quality at a price that is not prohibitive.
The illustration shows a "Specialty" chesterfield that solves the problem for the dealer and because of its genuine worth gives satisfaction to the customer.

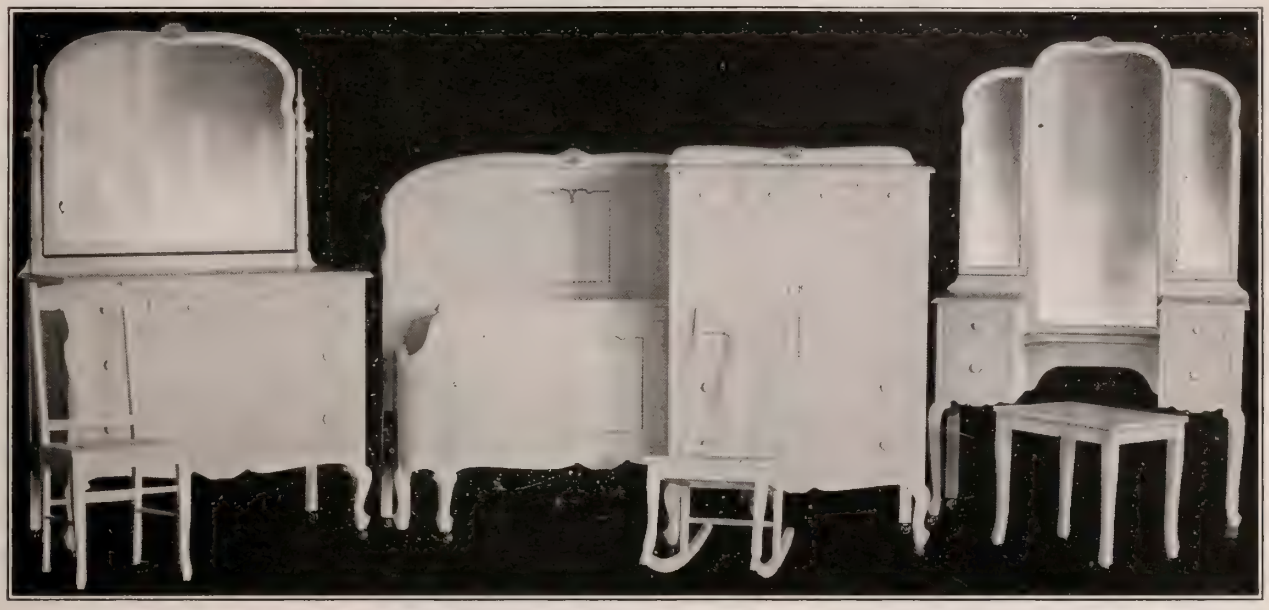


Chesterfield
$84.00

Arm Chair
$41.00

Rocker
$41.75

SPECIALTY UPHOLSTERING COMPANY
WATERLOO :-: ONTARIO



No. 485E—BEDROOM SUITE (Queen Anne)
Birch. White or Ivory finish. Plain British plate mirrors. Cast brass trimmings.

Dependable Bedroom Furntiure

Knechtel Bedroom Furniture gives lasting satisfaction because there is real quality behind its excellent appearance, and it is priced right.

The Queen Anne Suite illustrated is sure to draw your customers---it is so attractive in appearance and design.

We can also supply many other delightful suites in other period designs.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO



Lloyd DOLL Carriage Line Ready

STORK VISITS LLOYD

The Stork has visited the Lloyd factory—home of the famous ***Lloyd Loom Woven Baby Carriages and Furniture***—and has left ***"Babies"*** in the shape of a ***Doll Carriage*** line which are exact duplicates of Lloyd's wonderful Baby Carriages.

Just as inventive genius enabled Lloyd to use the best materials, best workmanship, and latest refinements in his Baby Carriages and still sell his better values for less money, so will be the case with Doll Carriages because ——

Lloyd Doll Carriages are exact duplicates of Lloyd Baby Carriages

Lloyd Baby Carriages are sold more widely than any other line because they offer better values for less money and because they are known to the consumer through advertising.

Since mother used a ***Lloyd*** so will daughter want one. Thus a demand for Lloyd Doll Carriages has been created. It's up to you to fill it.

LOOM WOVEN Lloyd Baby Carriages and Furniture

INVENTOR

The Lloyd Manufacturing Co.

Orillia, Ont.

GOLD MEDAL LINE

One of our New Productions in

DIVANETTE SUITES

Fitted with our new patent "Bell" construction. The most up-to-date divanette on the market—most simple in operation—very practical and useful—mattress folds "J" shape allowing full free ventilation and plenty of room to store the bedding.





Suite
No. 827

Guaranteed
GOLD
MEDAL
Products



Watch for our New Designs in Cane Suites.

The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE WINNIPEG

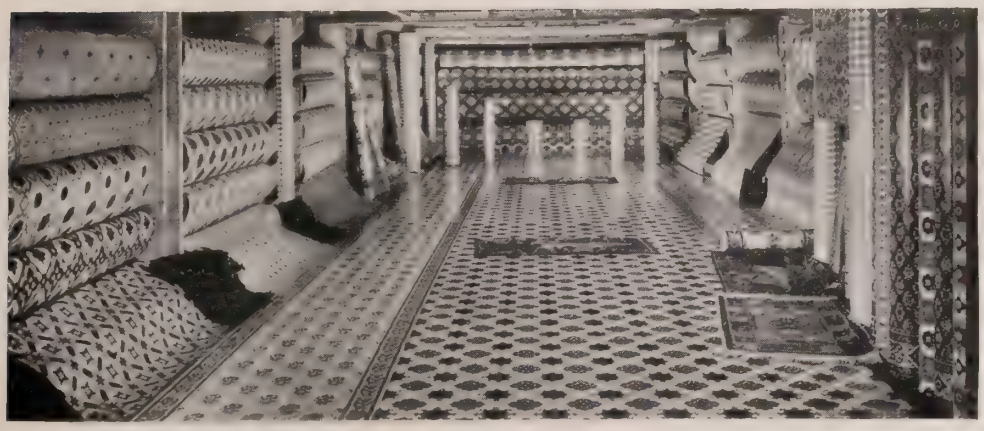
THE GOLD MEDAL BEDDING CO., LIMITED, MONTREAL



No. 1600 Italian Renaissance Dining Room Suite. Made in Walnut.

ANTHES-BAETZ FURNITURE CO., LIMITED
BAETZ BROS. SPECIALTY CO., LIMITED

BAETZ BROS. FURNITURE CO., LIMITED
KITCHENER, ONTARIO



View of the up-to-date Linoleum Department of the J.A. Lamy store at Montreal.

MONTREAL MERCHANT BUILDS UP BIG FLOOR COVERING BUSINESS

J. A. Lamy meets with such success that he opens two branch stores to sell only floor-covering — Some good advice for furniture dealers

WHAT a dry goods man can do surely any live furniture dealer can do. Illustrated on this page is the linoleum department of J. A. Lamy, whose store on Center St. Montreal, has built up a very big trade in floor coverings.

The line was added as a department sixteen years ago, and so successful has been the venture that Mr. Lamy has succeeded in evolving from a very small beginning a business that is now active twelve months in the year. It has proved profitable, too.

So extensive is the linoleum department in this store that it could not all be pictured in the one photo, but the furniture dealer who reads this will admit that it is evidently a department worth while and that the way it has grown shows that it must bea real sales provoker.

Mr Lamy says he has always recognized the department of his floor-covering trade as one of the most important of of his whole enterprise. In fact he has done more. Two branch stores have been opened and are being operated successfully.

This is the more remarkable because they are purely floor covering stores, nothing else being carried.

Two salesmen give their entire time to the floor-covering department of the main store, and when it is stated that practically the whole department is given over to the display and sale of linoleum, floor oilcloth and rugs, some idea of the extent of department may be gained.

Sales last year, says Mr. Lamy, were very large, the stock being turned practically every month in the year, on the average. This year Mr. Lamy is determined to make a record-breaker. Early in the year the department was away to a good start. An extensive advertising plan was put into operation and this was coupled up with striking window and interior displays. The proprietor is confident that the high warter mark aimed at will be reached. Half the year has passed and sales so far are up to expectations. Certainly the efforts made by this merchant to increase sales should meet with success, and as we started we can only repeat the advice given "what a dry goods man can do, surely any live furniture dealer can do"

CATERING TO CUSTOMERS BUILDS TRADE

How Washington's furniture store has grown—Methods that built up Swift Current business.

EVERY now and again we run across some man who has made a success of his business by availing himself of unusual use of his opportunities. Such a man is A. G. Washington, of Swift Current, Sask.

Back in 1903 Swift Current was given its first introduction to the Washington Furniture Store—a little building 24 x 40 ft., with a stock worth about $2,000. There was only one thing different from other furniture stores that people out there were familiar with and that was this—every cent's worth of that two thousand dollar stock of furniture was "guaranteed goods" backed by the manufacturer and by Mr. Washington.

To-day the store is a building 50 x 80 with three floors instead of one, and with a stock worth over $20,000. Do you want to know what made that store ten times larger in the intervening years?



A. G. Washington whose furniture business has been built up on "Catering to customers."

When he started in business here he did so with the idea that his policy should be about 90 per cent. of what he could do for his customers and ten per cent. of what they could do for him. He started in to show his customers how he could help them to have better homes by buying *guaranteed goods* that he selected from reliable manufacturers.

People bought from him because he always treated them on the level. He seemed to know that they had some knowledge of the game and he was willing to listen to their viewpoint. Then, he was a man with a ready open hand and a mighty pleasant smile. No one ever went into his store without a greeting and no one ever went out without a parting word. No matter what was wanted, it was shown—if it didn't suit, there were no hard feelings if one didn't make the purchase. If people wanted something he didn't have, he got it for them.

It's a pleasure to go into his store. It is clean and airy and the furniture is nicely displayed. Mr. Washington doesn't stick to his own ideas—he is always studying and trying to find out what the other fellows in his line are doing to get business. He is constantly changing things around so that customers look at his goods from a new angle every time they go into the store. He has a habit of making friends of his customers and I guess that is the best thing in business after all.

When asked what methods he adopted to make his business a success, Mr. Washington made these remarks: "I watch the markets so that I can buy to the very best advantage for my customers. I take every discount. It pays me and I am able to give better prices to my trade. No, I'm not afraid of the mail order houses. A man who has anything to be afraid of has no right to be in business, for he will only fail anyway.

"I know that if a man carries reliable goods and treats his customers as he would like to be treated he will not fail. I thoroughly believe in Canadian products. There are no better made anywhere. I buy from reliable firms. I have only one price for everyone—there are no favorites. It is the best policy. I study the trade journals so that I know what other people are doing—I try to keep abreast of the times. There are lots of things to learn from the other man and I'm willing to be taught. Any success I've had I attribute to hard work and honest dealing."

Mr. Washington is a mixer in public affairs and is well liked by everyone. We expect to see his store enlarged again before many years have passed.

KITCHENER MIDSUMMER FURNITURE SHOW

THE Midsummer Furnitdre Exhibition held at Kitchener and Waterloo during the week of July 4, to 9, was a huge success.

The combined entertainment and displays were run and held under the auspicies of the Waterloo County Furniture Association.

As in the past similar occasions, particularly as applied last January, the Furniture Manufacturers Association established headquarters at 123 King street, west, with Secretary J. P. Scully in charge.

Visitors were met at the station, whisked off in motors to the Club, where after registering, the Billetting Commitee took them in tow and looked after rooming accomodation.

Lunch and dinner were served daily at the Club headquarters, and these functions proved to be just as enjoyable, as entertaining, and as profitable as those twice daily affairs held last January. It is certainly wonderfull how close men in the same line of business—whether manufacturer retailer or traveller-are brought together when they put their knees under a dining table—and talk.

During the day a fleet of motor cars was at the service of all visitors to allow of quick trips to and from all exhibits, these exhibits being held at factory showrooms as well as at the Auditorium on Queen street, which could not begin to hold all the exhibits.

The list exhibitors and where they showed their goods are as follows;

W. J. Armstrong. Guelph at Malcom & Hill Factory
Anthes Furniture Co., at own Factory.
Art Furniture Co. Queen St. South Auditorium.
Baetz Bros. Furniture Co. Anthes Factory.
Baetz Bros. Specialty Co.Anthes Factory.
Crown Furniture Co. 36 King St. West.
DeLuxe Uph. Co. At Own King St. West, Showrooms.
Fischman Spring Co. At their Queen St. South Factory.
H. W. Glady Uph Co. Own Factory At Waterloo.
G. H. Hachborn&Co. Queen St. South Auditorium.
Jacques Furniture Co. Own Factory.
H. Krug Co. Factory.
J. Kreiner&Co. Factory.
Lippert Furniture Co. Queen St. South. Auditrium.
G. J. Lippert Table Co. Queen Auditorium .
Malcolm & Hill Co. Ltd. Own Factory.
J. C. Mundell & Co. Elora, Malcolm & Hill Factory.
Quality Mattress Co. Own Factory Waterloo.
Reitzel Bros. At Kitchener Furniture Co. Store.
Specialty Uph. Co. Factory
Snyder Bros. Uph. Co. Factory Waterloo.
Snyder Desk Co. Factory., Waterloo.
Schierholtz Furnture Co. At Kitchener Furniture Co. Str.
E. O. Weber Co. Ltd. Factory., Waterloo
Wunder Furn. Co. At Downtown Showrooms 36 King W.

Thursday evening, July 7, was the red letter event of the week, when the big dance and picnic was held at Waterloo Park.

Besides this event lawn bowling games, motor drives and many private entertainments were held throughout the week.



Bedroom furniture display made by the People's Furniture Store, Montreal.

PEOPLE JUDGE A STORE BY ITS WINDOWS

Passersby like an audience at vaudeville show—Present day windows are index to the calibre and dignity of store and customers

By C. Nichols

THE calibre and standing of a modern furniture store is judged to a large extent by its display windows,

"To many people the thought of display windows never occurs, only as they pass them. Passersby have come to take a great interest almost akin to enjoyment—and even 'some to town' purposely to view displays of merchandise. There are various sorts of people (all sorts, one may add) and the views and expressions heard by the display man on the inside of the window are often amusing, as well as sometimes displeasing, as can well be imagined.

"The windows are so constructed that one on the inside may hear every word audibly, although spoken in a low tone, while if you were to shout to your utmost capacity, the person without would not be able to gather a sound of your voice.

"Whether the comment from without is complimentary or otherwise it matters not. You get them.

"Like an audience at a vaudeville show, your work or act is placed before the 'rabble' as it were, and some effort most worthy and painstaking may be missed by the majority, while some little unit, to your opinion most ordinary, may be most appreciated.

Observe Fundamental Rules.

"There is no attempt to tell any one how to 'trim' a window in this article, but, like all other callings, there are certain rules which must be observed. Unless one has that artistic quality within, he can never expect to excel in the art of display (for art it is becoming with rapid strides).

"It is not so many years ago that unsightly 'dummy' figures and ill-cared-for metal fixtures were an eyesore to the beholder. Today wooden fixtures, often in period design, have taken the place of the old metal 'T' stands. Superior backgrounds of some precious or semi-precious woods are used in the construction of the display windows.

"The calibre and dignity of a modern furniture store is greatly judged by the appearance of its display windows. As the eyes have been likened to the windows of the soul, so the show windows reflect 'through their eyes' the class of merchandise the store offers, and to some extent even the class of people who make up its staff; as well, let us say, as the type of persons who make up its patrons.

"The experienced display man of years of training is apt to be possessed of that much misunderstood and much abused term 'artistic temperament,' which some people use to excess in hasty or vicious moments of anger or unpleasant whims of their own. Not long ago Major Tully spoke of one young trimmer employed some years back, who grabbed a hammer and attempted to 'crown' a certain buyer on the head. The buyer is still living, and I think still with the firm, but the 'prima donna' who played the star part is missing. There is a moral here for the window dressing staff. Too much temperament is a bad thing, yet a little rightly placed, developed and understood, is the meaning of success."

NOVEL JUNE BRIDE WINDOW DISPLAY.

FOR the week preceding Saturday, June 4th, J. Letter and Son, of Waterloo, Ont., had in their window a large bride doll, dressed complete with wedding veil, etc., standing under an arch banked with flowers, and in front of which was arranged a number of pieces of furniture suitable for wedding gifts with cards on same as follows: "Best Wishes from Edith and May,"—"Congratulations from Mr. and Mrs. Black," etc., and on a table in the centre of the window, which was set with a white cover and white and gold

china, was a wedding cake. A card below the table read:

ANNOUNCEMENT.
A bride and groom (in person)
will appear in this window,
Saturday evening, June 4th,
from 7.30 to 9 o'clock.

On Saturday evening the shade was drawn at 7 o'clock, and at 7.30 it was raised, when the wedding march was played and the bride and groom walked through the store and into the window taking their places under the arch. When the music was over, the bride and groom were seated in two reed upholstered chairs which had been placed in the window for that purpose.

The bride and groom were two little girls, about five and seven years old. The bride was dressed complete with wedding dress and veil, which was caught up with orange blossoms and pearls, and carried a boquet of orange blossoms, while the groom had on a full dress suit and silk hat.

The sidewalk in front of the store was black with people from seven o'clock till after the bride and groom had left the window.

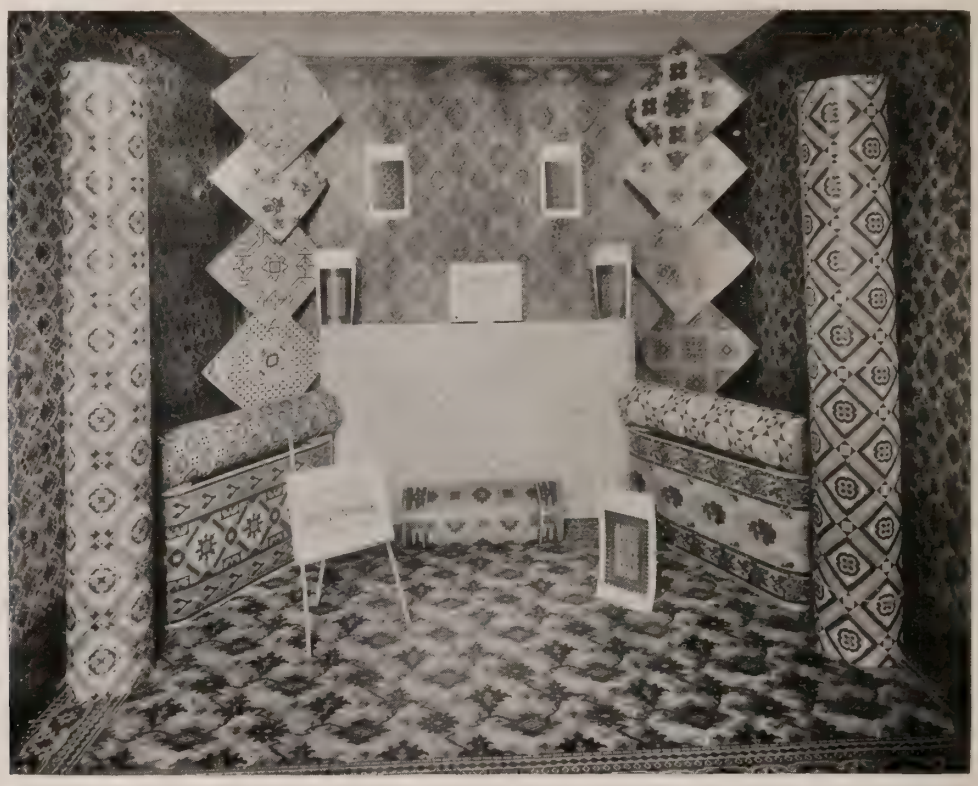
In regard to windows, Letter and Son say they have always found that good window displays are the best advertising a dealer can get, and they can always be depended on to bring the best selling results.

velopments in the retail furniture trade. The larger stores are making good use of this means of promoting trade, and the smaller ones are gradually taking it up with good effect.

The great value of showing furniture in a way that it will appear in the home, lies in the psychological effect upon the prospect. He imagines that the same goods in his home will make just as attractive a picture as he finds in the store.

Some of the bigger stores have all the way from ten or a dozen to twenty-five or thirty rooms furnished completely for inspection all the while, and have found it a most excellent method for making sales, many of them going so far as to have suites of rooms arranged in house form.

As practically everything we buy is sold through the sense of sight, furniture practically sells itself. A great value lies in the fact that the trade can see just how the furniture they are looking at will appear in actual home surroundings. There are few people who have the ability to picture in their minds just how goods they are looking at will appear elsewhere, but when they find them attractively arranged and amid surroundings that make for beauty and comfort they are put in a most receptive frame of mind and a good salesman has little trouble in effecting a sale.



Suggested window display of floor coverings. So many dealers have trouble in fixing up window displays of this line that this illustration may help.

THE WHY OF USING FURNISHED ROOM DISPLAYS

ONE of the best means for getting business is to furnish a complete room, changing the room at frequent intervals. Furnishing rooms for making sales is one of the most important de-

Some of the bigger stores even go so far as to transfer the suite of furniture under contemplation into a room about the size the prospect wishes to furnish at home. He then sees exactly how it will look. It takes a little time to do this, but it is a service that is appreciated. It also has the effect of influencing a person to buy more than he had originally intended.

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian FURNITURE WORLD AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

Subscription Rate $1.50 per year in Canada, Great Britain and British Colonies; $2.00 to the United States.

VOL. 12. TORONTO, JULY, 1921 No. 7.

TALK "GOOD TIMES" TO CUSTOMERS

The pulse of modern business is Confidence, and no Canadian business man should lack faith in the future of this country.

War conditions culminated in an inflated market and it was necessary that the bubble be pricked. A thunderstorm was needed to clear the air.

The streams of business have been clogged but normal conditions will soon develop.

Stop talking about the storm. Discuss the fine weather and "good times" to follow and thus help to bring back the confidence needed to restore business activity.

* * *

Incentive to the Small Dealer

The dealer who is operating a small store at the present time has plenty of incentive to effort and ambition from the experiences of Canadian dealers who have built big establishments from modest beginnings.

Twenty-seven years ago E. J. Coles of Woodstock opened the Empire Tea Store. It was just a small grocery store, but it was the forerunner of great developments, for during December last E. J. Coles department store, the motto of which is "Everything for the home," celebrated its twenty-seventh anniversary in business by holding a gigantic anniversary.

When the original store was opened by Mr. Coles, Woodstock was a small but growing town, and as the town grew so did his business. Very soon after the store was opened additions were made necessary. The next step was to add several lines of house-furnishings to the grocery stock. Then gradually this department developed until an entirely new store was necessary. Then a few years ago the present building was erected. It comprises four storeys, packed with every kind of merchandise which is necessary for the furnishing and fitting up of the home and for filling the larder and kitchen shelves with cooking utensils and foodstuffs. The staff has grown from one man to a payroll of close to one hundred employees. Four years ago a new store front was put in position, and E. J. Coles is now recognized as one of the largest retail institutions of its kind in western Ontario.

* * *

Plugging Up The Leaks

"It's the little leaks that swamp the ship"—and the shop, says an article in Pep. Too small to be noticed or considered worth correcting, the little leak keeps drawing off the surplus, the profits.

The way to find out what the little leaks are doing to your store is to hunt them up one by one, write them down in a long column, and add up their total. It is the total that tells the surprising story.

Begin right out in front of your store with the awning. When a small tear starts, do you let it rip into a big one? If your awning gets wet by rain, do you see that it is properly dried before being rolled up and left to mildew, rot and streak?

What do you do with all the boxes, crates, bottles, waste paper and metal scraps that are bound to accumulate in your store? Junk dealers will buy anything from an old tin basin to a 1905 automobile. Your baled paper will sell. Nothing should be thrown away until you are certain that it will bring no returns.

The minor economies of a store are as important as the larger. Individually they appear negligible, but their total is surprisingly high. Only by eliminating the little leaks can a merchant receive the maximum profits of business.

* * *

Good Equipment An Investment

Too many dealers regard money spent in equipment as an expense while it is in reality an investment. Any needed piece of equipment purchased will be found to bring in a good dividend in the way of increased sales or increased profits. There are many dealers who take money out of their business and invest in mortgages or other investments paying from 6 to 8 per cent. when they could employ it to greater advantage by investing it in needed equipment that would allow them to conduct their store more efficiently.

* * *

Make Your Plans Ahead

It is well to know where you expect to go before you start out. In the same way it is desirable to have a definite plan in mind before starting a business campaign of any kind. A good deal of effort in merchandising does not bring maximum results, for the reason that is not part of a definite campaign of action with a certain goal and purpose in view.

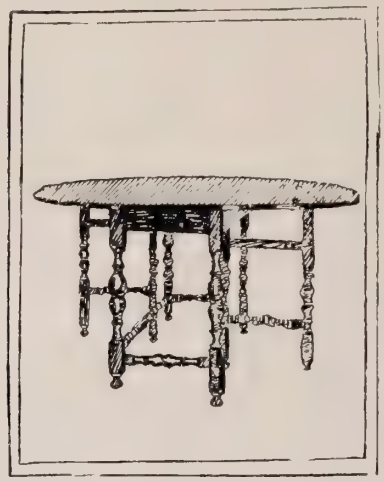
The dealer who hopes to achieve the best results from the retail furniture business this year would do well to make plans now as to just how he is going to go after this trade. Every step will then be taken with the idea of attaining a desired end. For one thing he should decide just what lines of endeavor he is going to make a drive on this year, both in regard to regular lines and the so-called specialties that form such an important part of the average furniture business. He should then lay out a campaign for securing the best possible results in those lines. Make up your mind now as to just what you expect to do during this very summer and how you expect to do it.

ANOTHER LESSON IN PERIOD FURNITURE

JACOBEAN GATE-LEGGED TABLE.

THE Jacobean period held sway during almost all of the seventeenth century. A characteristic of this style of furniture is the rich and heavy carving, particularly that known as strapwork. Oak was the wood generally employed.

The gate-legged tables of this period are either round or oblong. The distinguishing feature is two drop leaves supported on moveable gates. The eight legs are under-framed and symmetrically turned.



AMERICAN EMPIRE TABLE

THE Empire style of furniture was brought into England and America at the beginning of the nineteenth century. Mahogany was widely used and the carving generally shows naturalistic fruits and flowers, heavily massed.

A characteristic feature of this period is the claw foot and the carved pineapple design. In tables, it forms the post which rests on a plinth supported by four claws, as in the tip-table illustrated.



CANADIAN TRADE in FURNITURE and WOODS

WHILE somewhat late the annual report of trade of Canada (imports for consumption and exports), compiled from records supplied by the Department of Customs for the year ending March 31, 1920, has just been issued. It shows a number of items of interest to the furniture trade.

Of canes and rattans not further manufactured than split, Canada imported $189,555 worth as against $157,011 the previous year. Of this amount $180,265 came in from the United States. The rest came in direct from the British East Indies, Japan, the United Kingdom and the West Indies. All these came in free of duty, and principally for the furniture trade. Besides, there were $11,643 worth on which duty was collected.

On Wood Imports.

Of imported woods for all purposes, cherry, chestnut and hickory totalled 14,929 M feet, valued at $932,018; gumwood 14,039 M feet, valued at $678,762; mahogany, 1,757,619 feet, $320,492; oak, 46,844 M feet; $3,319,269; pine, 29,541 M feet, $1,034,053; redwood, 131,835 feet, $7,995; rosewood, 2,876 feet, $1,727; Spanish cedar, 229,973 feet, $38,984; sycamore, 39,447 feet, $1,595; walnut, 2,722,129 feet, $306,744; white ash, 819,911 feet, $89,667; whitewood or yellow poplar, 5,026 M feet, $378,899. Practically all this wood came in from the United States free of duty.

A little gumwood and redwood comes from Australia direct, and in former years some of the other woods were imported direct from country of origin.

Furniture Exports.

Furniture exports from Canada totalled $563,379, as against $155,264 in 1919; $247,871 in 1918; $344,418 in 1917 and $396,223 in 1916.

The latest furniture export figures show Great Britain to be our best customer, the British Isles taking $263,157 worth. Newfoundland took $87,000 worth; the U. S. figures are $24,666; South Africa, $77,870; New Zealand, $30,461; Cuba, $14,000. Then follows France, French West Indies, British Guiana, Australia, Peru, Trinidad, Hayti, Bermuda, India, Barbados and the other West Indies in smaller proportions.

Some of our furniture went as far away as Argentine, Brazil, Chili, China, Italy, Korea, Portugese Africa, Alaska and Hawaii.

Wood Exports and Furniture Imports.

The total of our unmanufactured wood exports was valued at $105,353,420, of which $31,951,009 went to the British Empire and $70,807,220 to the United States. The Argentine took over $1,000,000 worth of our woods.

Our imports of furniture totalled $1,461,411, of which $1,343,984 came in from the United States. The United Kingdom sent us $59,955; Hong Kong, $35,178, and Japan, $19,282. Other countries figuring in lesser amounts in our furniture imports were the East and West Indies, Newfoundland, Australia, France, China, Switzerland



Manufacturers Building at Canadian National Exhibition grounds.

WHY NOT A REAL FURNITURE BUILDING?

Opportunity for furniture manufacturers to obtain a show building at Canadian National Exhibition—Could be made a permanent affair.

A splendid opportunity presents itself to furniture manufactures throughout Canada generally, and to those located in Ontario particularly, to make out a good case for a Furniture Building at the Canadian National Exhibition held at Toronto every September.

The word has gone forth that after this year's annual C. N. Exhibition a new Pure Food Building is to be erected to house most of the displays that now find a home in the Manufactures Building.

By the way, the Manufactures Building seems somewhat of a misnomer. Intended originally to be a building to display and set off Manufactures' products, it has degenerated (forgive the term) into a bazaar, where are set forth and sold all kinds of new jellies, soups, candies, soaps, perfumes and other similar products, besides being an added show window for the Toronto mail order houses.

NEW MUSIC BUILDING PROPOSED.

True, there are some pianos shown and tested, but a new new music building is proposed to cater to these instruments as well as talking machines.

A new Pure Food Building has been in prospect for the past several years, and it is likely that for next year's Fair this new building will be ready for occupancy. This would allow the present Manufacturers' building to be used for other display purposes.

Of course just as soon as it is ready for any other purpose there will be a sheaf of inquiries and suggestions. Thus, it seems, that the present is an opportune moment for furniture manufacturers to get busy and use their endeavors in putting forward their plea for this building as a permanent Furniture Exhibition Building, wherein could be shown for for the benefit of the people the letest designes, the newest ideas, and the high class quality of workmanship that enters into the furniture productions of our Canadian factories.

SHOW LATEST FURNITURE PRODUCTIONS

For years we have heard the cry that a permanent furniture show building was a necessity—a building wherein all the furniture factories of our country could show their goods. Here is an opportunity to avail ourselves of this chance. Not only could the public see the latest furniture productions at the C. N. E. annual, but the January furniture Show would there have a home, and if necessity arose other shows or displays could be held at other seasons of the year—or it could be open all the year.

We do not know whether this could be arranged, but if our furniture manufacturers are in earnist in their cry for a permanent furniture building to show their lines it would not hurt the Furniture Association officers to make request of the Exhibition Association and the civic authorities at Toronto for the use of what is know known as the Manufacturers Building at the Toronto Exhibition grounds.

CANADIAN MADE PICTURE FRAMES

F. W. Field, Ontario Trade Commissioner of the British Department of Overseas Trade writes: I am desirious of obtaining some information on the market conditions, prices, competition etc., for picture frame mouldings and square and oval frames and am wondering whether you can assist me in any way.

So far as I have been able to ascertain these lines are not manufactured to any great extent in Canada, the business being almost entirely in the hands of theU. S. A. manufacturers. Can you give me the names of any Canadian manufacturers or the principle U. S. A. exporters who supply this market?

Ishall appreciate any information which you may be able to furnish.

The Phillips Mfg. Co., Toronto; Matthews Bros., Ltd., Toronto, and G. L. Irish, Toronto, will supply all information, as these firms cover the whole of Canada. There are also concerns in Montreal, Kingston and other centres who supply their adjacent territories with some of these goods.—Editor. z

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REITZEL BROS. EXTENDING

Reitzel's Ltd., Waterloo, Ont, has been incorporated by provincial charter to take over the business of Reitzel Bros, and manufacture furniture of all kinds besides dealing in building supplies.

Capital $125.000, and provisional directors. Clements, Eugene, Frank, John and Edward Reitzel.

WHAT DEALERS WANT TO KNOW ABOUT ADVERTISING.

JUST what are the things that retail merchants want most to know about advertising?

Here are eight questions and their answers summed up for the benefit of retailers.

1. What particular facts about advertising are merchants interested in knowing? A. Those that have proved most effective in increasing sales, reducing costs and increasing profits.

2. Will advertising cut down selling expense? How? A. Yes, judicially done. By increasing sales and by speeding turnover.

3. At what percentage of sales costs does advertising cease to be an economy? A. This varies with the line being advertised. An advertising expenditure of more than 10 per cent. of retail sales could not be profitably maintained.

4. What kind of newspaper publicity is most resultful for the retailer? Why? A. The truly kind that has human interest news and that appeals to our senses of usefulness, vanity and economy.

5. How about a specific appropriation for advertising? A. It is desirable, but should be sufficiently elastic to follow changes of fashion and demand.

6. In making an appropriation, is it advisable to give more to one class of merchandise than to another? A. Long profit lines are usually and rightfully given a more liberal appropriation.

7. When is it advisable to spend more than general usage permits on any special class, if ever? A. Whenever one wishes to shock public consciousness to the importance of some special merchandise.

8. What effect should a store's standing in a community have upon the type of publicity employed? Should it feature style and quality? Should it talk bargain values? A. The publicity employed by a store should be in keeping with its standing in a community. It should feature style and quality. A store should not talk bargain values too often. Only indulge in it when the values are really very much above what is being offered elsewhere.

INTERESTING READERS IN ADVERTISING

THE Sydney (C. B.) Post to interest its subscribers and readers in its advertising is running every Friday a page of small ads. of local merchants, and in these ads. is purposely mis-spelling some words and is offering prizes for those who send in correct lists of these misspelled or missing letters. The notice at the top of this Post Business Guide reads as follows:

$10.00 GIVEN AWAY EVERY FRIDAY

CONDITIONS Nine letters have been purposely omitted from the advertisements on this page, or wrong letters have been substituted for them. The letters thus dropped when correctly arranged spell "Daily Post." Find these letters, name the words and the advertisements in which they appear and mail your answer to the Guide Page Manager, care of The Post. Neatness and originality together with correctness will be considered in determining the winners. Neither employees of the Post nor members of their families are eligible. Replies will be received up to Wednesday evening following day of publication and the list of winners will be published Friday. CASH will be awarded for this page as follows: First Gift $4.00; Second gift $2.00: Third Gift $1.00; Fourth Gift $1.00; Fifth Gift $1.00; Sixth Gift $1.00.

The contest is proving of great interest, some 500 answers being received in a recent week.

NOVEL LEASE FORM ADVERTISING.

WITH rents of all kinds—on houses, flats, and even farms—increasing the lease is a live topic these days. Instead of sending out the ordinary advertising, circulars have them printed so they will look like a lease when folded. Almost anybody will look a second time when they open an envelope and take out:

LEASE
ON
ECONOMY and
QUALITY
to
Jacob Grant
from
Baxter's Store

Inside the circular you can quote prices, or give some reasons why buying from you is profitable.—Southern Furniture Journal.

WHAT WORK WILL DO.

If you are poor—work.

If you are rich—continue to work.

If you are burdened with seemingly unfair responsibilities—work.

If you are happy—keep right on working.

Idleness gives room for doubts and fears.

If disappointments come—work.

If sorrow overwhelms you and loved ones seem not true—work.

If health is threatened—work.

When faith falters and reason fails — just work.

Whatever happens or matters—work.

Work faithfully—work with faith.

Work is the greatest material remedy available.

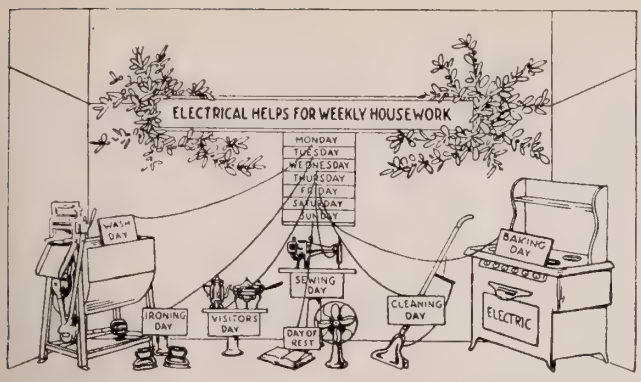
Work will cure both mental and physical afflictions.

PUT LIFE IN DISPLAYS.

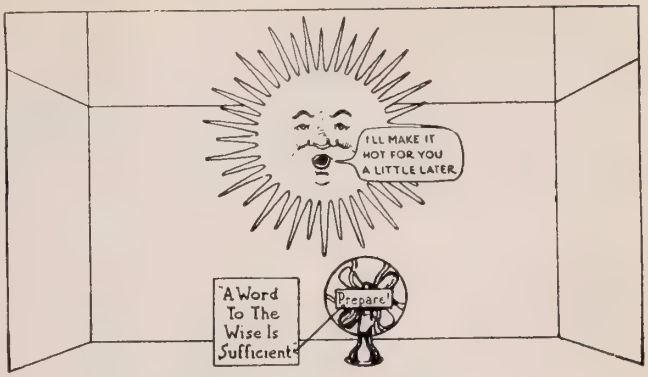
It is well to remember that life can often be put into window display merely by the use of simple articles. In displaying some furniture items it is advisable to show it in natural surroundings, or as nearly so as possible.

WOMEN BUY HALF THE FURNITURE.

A census of buyers taken recently in the United States shows that 48.5 per cent. of all housefurnishings and furniture are bought by women.



No. 1. Display that suggests the idea of lightening labor



No. 2. Display that carries a suggestive warning

TIMELY WINDOW DISPLAY SUGGESTIONS FOR DEALERS HANDLING ELECTRIC LINES

Good eye catchers for awakening of spring trade—Opportune time to display labor saving appliances

MUCH has been written regarding the importance of the show window to the furniture dealer. The value of the window space is, however, proportionate to the degree of attention which is given not only to an attractive dress but to the timeliness of the goods displayed.

Summer Offers Good Opportunities

The early summer offers exceptional opportunities to the furniture dealer to arrange special displays of labor saving appliances which are of particular appeal during this particular season, and the accompanying suggestions will be found particularly effective.

Sell the Idea—Then the Appliance

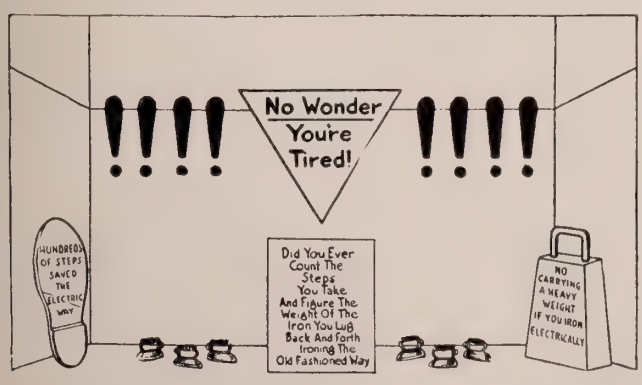
The suggestion shown in figure one is highly attractive, with a strong selling message, and still is very easily prepared. A strip across the background reads: "Electrical Helps for Weekly Housework." This can be easily lettered on heavy paper or cardboard sections joined together at the time they are tacked up. A few sprigs of natural or artificial leaves are arranged at either end of this sign. Under this is a card with the days of the week lettered on it. From each day, a streamer of ribbon or tape leads to the household appliances most commonly used on that day. The streamers should be of different colors so that the eye can quickly catch the connection. A number of appliances may be judiciously displayed in this window. This is an excellent example of a "one-idea" display; it sells the idea of lightening labor—not the appliance itself.

Sell the Fan Idea

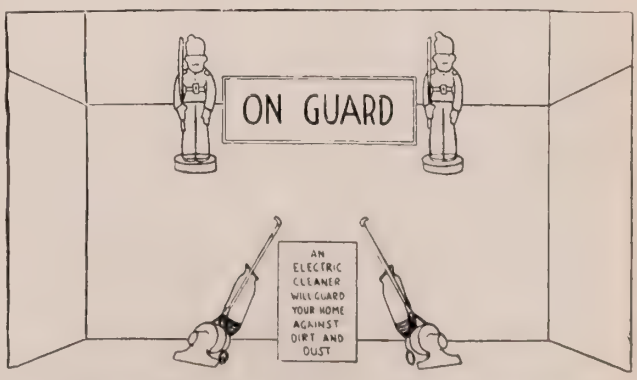
Display number two carries a suggestive warning. Hot weather is here with us and your window should start NOW to sell the fan idea; let it preach preparedness. In this display, the salient feature is a good, warm looking sun, cut from cardboard and easily drawn with ink or crayon. Traced to the mouth of "Old Sol" are these words: "I'll make it hot for you a little later." A placard in the foreground reads: "A word to the wise is sufficient," from which a string leads to the word "Prepare' lettered on cardboard and attached to the fan. This represents only the main idea of the window, but the setting may be completed in numerous ways according to the wishes of the dealer.

Display to Sell Electric Irons

Referring to figure three the upper center of the background is a triangular placard reading: "No wonder you're tired!" Four cardboard exclamation points on either side of this sign serve to give it emphasis. To the left of the window a shoe sole (cardboard) gives an argument for saving steps. To the right is a sign which shows a heavy weight, representing the "tonnage" of the old iron being carried



No. 3. A window display that stimulates electric iron sales.



No. 4. Display that paves the way for vacuum cleaner sales

back and forth. A sign in the centre joins both appeals. A few sad irons should be displayed in the window. The illustration shows only the negative side of the display. A few electric irons must be added to the foreground to bring out the bright side. Appropriate signs such as "This is the NOW way"—"The workless way," and the like, should rest on the electric irons.

Vacuum Cleaner Selling Time

Display number four is right in line with the spirit of the times, and paves the way for vacuum cleaner sales. In the background are two cardboard soldiers, drawn with pen or crayon or clipped from posters. Between the two figures is an oblong sign reading: "On Guard." To tie up this thought to vacuum cleaners, there is another card, on the floor of the window which reads "An Electric Cleaner will guard your Home against Dirt and Dust." An electric cleaner is shown on either side of this sign. Other cleaners may be neatly arranged in the window according to size and layout of the window, to produce a pleasing effect. Small cards may be added, telling the uses of the cleaner, its price and current cost for operation.

TWELVE GOOD RULES FOR SALESMEN

Rules and rule-making may easily be overdone. And most of us fail to follow even the most admirable rules that the rule-makers can devise. The following twelve rules of George M. Reynolds, president of Chicago's largest bank, are so concise, direct and businesslike, however, that no apology is made for passing them along.

1. Choose your life work early.
2. Make your own rules of conduct.
3. Choose your friends carefully.
4. Do more than the routine work of your job.
5. Decide quickly in all matters, and act promptly.
6. If right, ignore criticism; if wrong, change without delay.
7. Practice economy. Be neither extravagant nor niggardly.
8. Avoid depending upon your friends. Give as much as you receive from them.
9. Practice diplomacy—it smooths the rough spots and gives you the advantage of the next move.
10. Cultivate cheerfulness, to enable you to carry the necessary and throw off the unnecessary burdens.
11. Indulge in sufficient play and recreation to keep the body strong and the mind vigorous.
12. Be square with yourself as with those with whom you are associated.

GET MORE PEP INTO FURNITURE BUSINESS

IF the furniture dealer will stop and look about him, he will notice that business establishments in all lines are reaching out to broaden the scope of their service to such an extent that "drawing the line" as to what the store should and should not handle seems to have been almost eliminated.

It is a fact that merchants in all lines are going in more and more for various lines of merchandise that may be classed under the head of "side lines." Especially is this true of the hardware dealer, the jeweler, the druggist, the men's wear dealer, and the dry goods dealer—which seems to comprise about all.

The hardware dealer has reached out and added line after line of articles that should be sought for only in the furniture store. Included in this list are many house furnishing goods, such as kitchen cabinets, refrigerators, fireless cookers, cooking utensils, floor coverings, phonographs, porch swings, vacuum cleaners, chinaware, and numerous other lines.

The jeweler has added the phonograph, together with kodaks, electric lamps, piano lamps, waste baskets and other articles.

Possibly the druggist has gone further than any of the others, and has added many sides lines, including kodaks, fishing tackle, sporting goods, phonographs, cigars and tobaccos, magazines, shaving goods, games, toys, etc.

And the same is true of the drygoods merchant, and in every instance these stores have found their side lines productive of large volumes of sales and a yielder of splendid profits.

Unfortunately the furniture dealer has not always been so quick as his fellow merchants to sense the sales possibilities connected with various "side lines," and grab some line that would fit in well with his "regular" line that could not only be handled advantageously in connection with his furniture stock, but also would yield him a good profit. It is to this one thing that the furniture dealer can attribute the fact that in some great localities the druggist and jeweler and hardware dealer have gotten the jump on him with the talking machine line.

But it is never too late to mend, and now comes the opportunity for the furniture dealer to break the ice and get out of the rut and establish his store as a headquarters for "what is wanted" in all lines that he can suitably handle.

The furniture dealer cannot sit back with folded hands and full stock, and content himself with the thought that business is just going to be naturally big and wait for the trade to come in. If he is to cash in he must be up and doing. To secure his share of business will call for alertness, progressiveness and push.

The furniture dealer must get back of his sales campaign with enthusiasm, snap and pep, and let everybody know that he is going after his share of business.

FURNITURE FIRE AT HAMILTON.

Smoke and water did damage estimated at $20,000 to the stock and premises of the Metropolitan Furniture Company, 67 King Street west, Hamilton, when fire broke out on the second floor on the afternoon of July 3. Owing to the dense clouds of smoke that poured from the building, once the windows were opened, the firemen had difficulty in getting to the seat of the fire. Within an hour, however, the blaze was extinguished, although much stock was damaged. Guy O. Luke is manager of the company. Officials said the loss would run well into $20,000, as several fine rugs were destroyed. The origin of the fire is thought to have been spontaneous combustion.

R. T. HOLMAN LTD. PUSH STOVE SALES BY COMPETITIONS.

This company undertakes this ambitious undertakihg, unaided and are to be congratulated for their big success.

A short time ago this hardware company wished to try out some means of increasing their list of live prospects, and did so by means of a "Perfect Range" and "Oldest Stove" competition. We are reproducing the advertisement that appeared in one of their local papers featuring the competition and showing the prizes that would go to the winners.

"Perfect Range" Competition.

The principles of this competition was to have the customers send in their ideas of what should go to constitute a perfect range. The ones entering the competition were to send along their ideas of what a good range should be in size, finish, equipment, and conveniences. A good feature was that grammar, or construction of sentences, had nothing to do with the awarding of the prize. The first prize was an $87 steel range; second prize, an aluminum tea kettle, double boiler and dipper.

The conditions of the competition were:

"All entries must be made out on the form supplied in the advertisements.

"No person may win more than one prize.

"All entries must reach us before Saturday, May 14th, at 10 o'clock p.m.

"Only wood or coal-burning stoves in actual use in the house doing full family cooking and baking (without the assistance of any other stove) will be considered.

"The judgment of a committee of newspapermen appointed for the purpose shall be final."

That constituted the "Perfect Range" contest.

"Oldest Stove" Contest.

This contest was to find out who had the oldest stove on P. E. Island. For the person who told about the oldest stove a 24-piece kitchen enamelware set was given, and a golden oak rocker to the owner of the second oldest range or to the person who tells us about it.

In the case of the owner of the stove or range submitting his entry and a neighbor also entering the same stove, the owner is given the preference.

In the case of several neighbors entering the same stove and not one of them the owner of it, the first one entering is given the prize.

The condition was made that the stove entered must be in actual use in the house, not in a barn or elsewhere, and must be doing all the work of cooking and baking for the household.

In addition to the four prizes offered, everyone who had a stove ten or more years old was given a subscription to *McClary's Magazine.*

A Big Success

That the campaign was a success was shown by the actual results. More than 400 replies were received from a field which contained not very many more than 520 prospects, and in a big majority of cases all those who sent in replies used the coupon. In this way they were able to check up on the pulling power of each paper as an advertising medium.

Most of the replies stated whether the stove used was satisfactory or not, and in the places where it was not satisfactory it showed that they were in the market for a new range.

In the "Perfect Range" competition there was a large number of replies from the whole district canvassed. Many of the replies sent in offered suggestions for improvement, which tend greatly toward making the kitchen range very



Sample of advertisements

complete and a thoroughly satisfactory piece of home furniture.

In the "Oldest Stove" competition there were a number of stoves and ranges which have been in use for more than 60 years doing all the work of cooking and baking for the average size household. Some of the entries even went so high as 80, 85 and 86 years.

As an incentive to those who were not ready to buy a stove at the time, a coupon was sent to each entry in the competition which entitled the owner to a rebate of $5.00 on the price of any stove bought from the store within 30 days of the close of the competition.

After this article had been written we received a telegram from Holman Ltd., saying: "Without help from the manufacturers this was quite an ambitious undertaking for Holman's stove department, and the splendid success achieved is all the more gratifying on that account."

By looking at the returns in from the possible number of prospects it is easily seen that the results were certainly extraordinarily good.

HAMILTONIANS VISIT EUROPE.

J. E. Souter, of Malcolm and Souter Furniture Company, accompanied by his wife and daughter, sailed for Liverpool on the 18th of June. They went direct to France where they will visit the grave of their son, Lieut. J. Mitchell Souter, R. A. F., who was killed on April 11th, 1917, and is buried some five miles north of Arras. On returning from France they will spend some time in London, Edinburgh, Aberdeen and Ayr.

FURNITURE DISPLAYS AT WINNIPEG.

The "Made-in-Winnipeg" Exhibition held in Winnipeg during May was a big success. Over 100 booths made up the exhibition. Among the displays were those of several furniture firms. The Wilson Furniture Company, Home Appliances Manufacturing Company, Madame Felix Dubois (nursery furniture) and Simmons, Ltd., put on displays. F. V. Humphries of the Wilson Furniture Company, was a member of the executive which conducted the exhibition.

CARPET TRADE REVIVING.

Advices from the fall carpet opening in New York City go to show that conditions are better than they were, the attendance being larger than ever before. The old-timers noted the prevalence of new faces and strangers, accounted for in the decreased buying by the jobbers. Most of the wilton and body brussels mills are closed, as the strikes had not been settled. In one section it is said $30,000,000 worth of contracts all signed up and ready to go ahead were laid up until labor was adjusted; the same condition prevails in other parts of the country. The future adjustment of railway freight rates and the tariff on wool will affect the cost of production and distribution of floor coverings in the United States at any rate.

The fact that a man is a crank does not prove that he is of unsound mind.

CHRONOLOGICAL TABLE

Showing the order of period styles from the beginning of the Renaissance to the nineteenth century

ENGLAND					FRANCE		
Sovereign		Style		Remarks	Style		Sovereign
House of Tudor	Henry VIII 1509–1557	Tudor	ENGLISH RENAISSANCE PERIODS	About the duration of the Renaissance Period in other countries	FRENCH RENAISSANCE PERIODS	Francis Premier	Francis I 1515–1547
House of Tudor	Elizabeth 1558–1603	Elizabethan				Henri-Deux	Henry II 1547–1559
Stewart Line	James I 1603–1625	Jacobean		Italy 1443–1564			Francis II 1559–1560
Stewart Line	Charles I 1625–1649			Germany 1525–1620			Charles IX 1560–1574
Commonwealth	1649–1660			Flemish and Dutch 1520–1634			Henry III 1547–1589
Stewart Line	Charles II 1660–1685			Spain and Portugal 1500–1620		Henri Quatre	Henry IV 1589–1610
Stewart Line	James II 1685–1688			Other European countries 1500–1630		Louis Treize	Louis XIII 1610–1643
House of Orange	William and Mary 1688–1702	William and Mary				Louis Quatorze	Louis XIV 1643–1715
	Anne 1702–1714	Queen Anne		Barocco Styles Beginning of the Rococo		Louis Quinze	Louis XV 1715–1747
	George I 1714–1727	Chippendale	GEORGIAN PER	Chippendale's book	Rococo	Louis Seize	Louis XVI 1747–1793
	George II 1727–1760	Heppelwhite		Heppelwhite's book	CLASSICAL	Empire	Napoleon 1793–1814
	George III 1760–1820	Adam Sheraton		R. & J. Adam Sheraton's book			

CREATING DEMAND TO SELL MORE AND BETTER FURNITURE

Prominent manufacturer and foremost official tell plans of Furniture Publicity Bureau —Advertising to help both Canadian and U.S. campaigns.

LEADERS of the furniture industry in the United States are getting down to details in their plan to spend a million dollars in advertising to create a demand for more and better furniture.

While we in Canada cannot hope to measure up to the big things of our neighbors, we can try to emulate them in some of their plans. In fact, last year we started the ball rolling which has given an impetus to the campaign in the United States.

To Sell Twice the Furniture. . . . . .

One of the prominent manufacturers in the U. S. campaign is Z. G. Simmons, president of the Simmons Company. In a recent address that gentleman delivered he stated that manufacturers in the furniture industry have no vision (including himself in these), and that they are really cheap and small when it comes to marketing their product, and that they should better their furniture and take a genuine interest in the American home.

"After we start out to preach this gospel through advertising, we will create a demand and sell twice as much furniture as there are factories to supply the demand at the present time," said Mr. Simmons. "The thing to do is to make the great furniture industry the greatest industry of all by playing up the home to the American public. It is true that many of us have made profitable merchandise that is junk. We must refuse to make this kind of merchandise, and continually strive to make our product better. By advertising it, it will not take long for the public to appreciate



Even the hotels are now going in more strongly for better furnitu
proprietors have furnished the Bigwin Inn, near Huntsville in
points emphasi

that we are actually a service to them. Let us take a new lease on life and work up. Let's place the furniture industry on a higher plane and sell back to the American people their home and its furnishings, and take a chance on what we, as individual manufacturers, will get out of them."

Plans to Help Salesmen.

Another prominent official in the American campaign is the secretary of the Publicity Bureau, W. B. Baker. His views of the situation are that "practically every advertising agency worth while has made advances and offered all kinds of assistance in developing the preliminary work of the Furniture Publicity Bureau. Possibly, the most practical plan, so far as agencies are concerned, would be for the board of trustees, when satisfied that certain funds are in hand providing for definite activities requiring an agency to function, to designate a committee to receive representatives from leading advertising agencies and select one to do a specific piece of work. If you have read carefully the general outline, you will note that the work of the publicity bureau is not merely to place copy in newspapers or periodicals, but provides for contact with the salesmen of retail stores, whereby energy may be injected into these salesmen to better post themselves as to the furniture they are handling and to cope with the increased intelligence on the part of the public, which the work of the advertising of the Furniture Publicity Bureau is bound to create."

TO MAKE LLOYD CARRIAGES IN CANADA.

The last issue of "Lloyd Shop News," the organ of the employees of the Lloyd Manufacturing Company, at Menoininee, Mich., notes the fact that "Big, cheerful, interesting 'Alf' Lloyd has gone to the clime of his nativity—Canada. He left this week and indications are that he will be located in the Northern country permanently.

"For some time The Lloyd Company has been planning to operate a Canadian branch factory.

"Alf" has gone to Canada to get things in shape and soon the Lloyd looms will be weaving baby carriages there.

"Alfred has worked in every department in the factory and has a clear knowledge of the plant. He is young, ambitious, intelligent and just the kind of chap who can help make Lloyd Loom Woven Baby Carriages more popular in Canada than they now are.

"Good luck to you, 'Alf.'"

HOW FAST DO TREES GROW.

One of the things most necessary to know in regard to Canadian forests is how rapidly they grow again, when cut down or burned over. Most of the European countries have this knowledge in fairly complete form and are managing their forests accordingly, but European figures cannot be applied to Canadian forests. Each country must make up its own growth-tables. Information on this subject is being gathered in different parts of Canada. One of these scientific studies of the rate of tree-growth is being made by the Forestry Branch of the Department of the Interior at Petawawa, Ontario, in the heart of the Ottawa valley. Plots of different kinds of trees are set apart, and the rate of growth in these measured and recorded. The effect of thinning, trimming, and draining upon the growth is also studied, so that in a comparatively few years, data will be available which will be of the greatest value in the management of Canadian forests and woodlands.

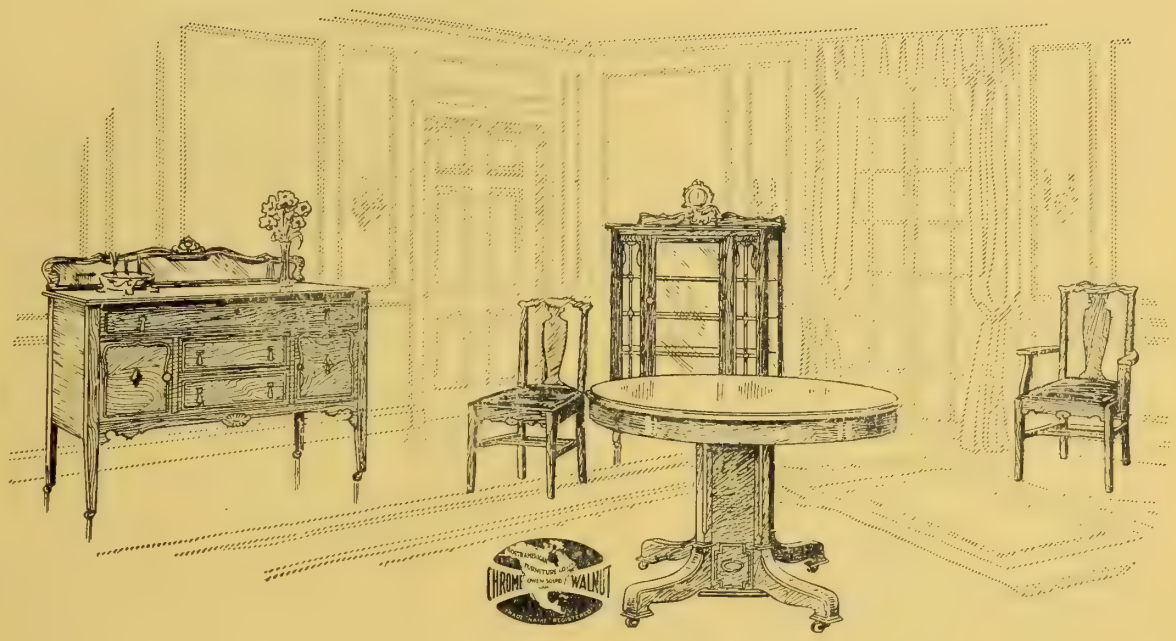


Two pieces from the Jacques Furniture Company's No. 118 Suite in Queen Anne period. Made in walnut with burl walnut panels in corner of mirrors.



Furniture Cannot Talk

But Good Advertising Will Produce Results



Suite No. 164.

Let your prospective customer visualize one of our beautiful Dining Room or Bedroom Suites, tastefully arranged, by using electros similar to above illustration in your newspaper, catalogue or leaflet advertising.

We will be glad to supply the illustrations to help make your campaign a real success.

The North American Furniture Co., Limited

Owen Sound -:- Ontario

"The Home of Good Furniture."

Real Comfort

In the den, sunroom, living room or library there is nothing to compare with reed furniture for real solid comfort; there is nothing lacking.

The high quality will please your customers, and make reed furniture a true profit getter for you.



No. 5072



No. 5012

The two pieces illuustrated are a part of our large assortment in reed furniture.

We shall be pleased to send you photographs of our many designs so that you may select that most suitable to your trade.

The North American Bent Chair Co., Limited

Owen Sound, Ontario

News of the Canadian Furniture World

David Davidson is opening a furniture store at 690 Danforth Avenue, Toronto.

P. Rooney, upholsterer, Montreal, has registered his business.

Leslies, Ltd., Winnipeg, has been incorporated under a Manitoba charter, and a capital of $150,000 to carry on business as manufacturers, wholesalers and retailers of household and office furniture and furnishings. The incorporators are Edgar Roberts, Mrs. J. T. Roberts, E. W. Ray, Mrs. L. M. Ray and Mrs. P. E. Leslie.

The Kirsch Manufacturing Company of Canada Limited, has received Dominion incorporation with a capital of $50,000, and head office at Woodstock, Ontario, to manufacture curtain and drapery fixtures and curtains and draperies, etc. C. W. Kirsch, F. R. Buck, D. W. Hoxie, E. H. Rider and P. B. Stratton, all of Sturgis, Mich., are incorporators.

Furns, Limited, Quebec City, has been incorporated with a capital of $50,000, to make and deal in office furniture, typewriters and office supplies.

Lyle, McCarthy Manufacturing Company, manufacturers of washing machines, Montreal, has been registered.

The Nineteen Hundred Washer Company has been granted an Ontario charter.

The Egan Phonograph Company, Limited, of Toronto, has an Ontario charter on a capital of $100,000.

The Happy Home Manufacturing Company, Limited, Toronto, has an Ontario charter to manufacture washing machines and wringers. Capital $40,000. Incorporators are D. A. Lee, F. F. Frendt, J. P. Hamlyn and W. S. Miller.

The Knechtel Kitchen Cabinet Company, Limited, Hanover, Ontario, has changed its name to Knechtel Kitchen Kabinet, Ltd.

The Saskatoon Cabinet Works, Limited, of Saskatoon, Sask., has been incorporated with a capital of $10,000.

Spence and Wiles, furniture manufacturers at Vancouver, have dissolved partnership, Jack Spence continuing the business.

A. M. Duhamel's upholstery shop at Montreal was damaged by fire recently.

Fine Art Furniture, Limited, 1155 Pender street west, Vancouver, has been incorporated with a capital of $10,000 to make plain and upholstered furniture.

Corless, Limited, Prince George, B. C., have been incorporated to deal in furniture and furnishings. Capital $10,000.

L. W. Vannest's furniture store at Verona, Ont., was damaged by fire recently.

Wiltons, carpets, etc., has been registered at Montreal.

Exchange Moderne has been registered at Montreal to deal in gramophones.

The Oxford Bed Company, Toronto, has been incorporated.

The McLagan Furniture Company, Stratford, Ontario, recently put into effect a 10 per cent. reduction in wages and salaries. This effects the whole staff from the management down. The hours have been increased to 50 per week so that weekly pay envelopes of the workmen will be the same as formerly.

Acoustiques Phonographiques, Limited, Montreal, have been incorporated to take over the business known as Benoit and Mathien, and to manufacture and deal in pianos, phonographs and other musical instruments. Capital $50,000. Two of the incorporators are J. L. Mathieu and A. Benoit, both of Montreal.

The Acadian Phonograph Company, Limited, Toronto, was recently granted a provincial charter to manufacture and deal in phonographs, gramophones and other musical instruments. Capital $40,000. J. H. Young and L. J. Brown, both of Toronto, are two of the incorporators.

Sturgis Baby Carriage Company, Limited, Toronto, have been authorized by supplementary letters patent to increase their capital from $40,-0000 to the sum of $250,000.

The Continental Rotary Sewing Machine Co., Montreal, has been incorporated with a capital of $1,000,000.

The East and West Trading Company, Ltd., Toronto, has been incorporated with a capital of $200,000 to deal in veneers, etc.

The eighth annual convention of the Saskatchewan R.M.A. was held at Saskatoon on June 14, 15 and 16. Co-operation between retailers, wholesalers and manufacturers was the slogan of the gathering.

The United Stove and Furniture Company, Montreal, has been registered.

The Congoleum Company, Inc., of Philadelphia, has taken over the large rug plant of the Salem Manufacturing Company at Salem, N. J., which has just been completed.

O. Langlois & Co. Ltd, furniture dealers, St Johns, Que., have registered their business.

Cohen's Furniture store at Montreal has been registered.

The half million dollar fire at Guelph a few days ago destroyed among other business houses that of the Smith Furniture Store.

The Imperial Furniture Co., Toronto, has been registered.

The Dominion Brass and Iron Bedstead Co., Montreal, has changed its name to the Dominion Bedstead Co., Ltd., and has been incorporated under the new name.

Buchanan and Minaker, furniture dealers and undertakers, at Picton, Ont, are succeeded by Hicks & Irvine.

S. T. Morgan has opened aa furniture store at 147 Roncesvalles Ave. Toronto.

Mr. Newton wishes to contradict a statement published in our last issue concerning a fire in the Canadian Mersereau Co's plant at Toronto. this fire says Mr. Newton was in another factory which is located on the street behind his own. The Mersereau plant was not touched, though the factory's fire fighters were out with the hose wetting all their buildings.

CANADIAN NATIONAL
Exhibition---Toronto

Aug. 27--Inclusive--Sept. 10

Where a whole nation is instructed and entertained.

Colors of the Orient Gayety of a Mardi Gras
To be opened by Lord Byng of Vimy, Canada's new Governor-General

Complete exposition of Canadian resources, skill of men, wealth of material

"OVER HERE"

Super-pageant of regal magnificence, dramatizing Canada's origin, growth and achievement

Georgeous costumes and scenery----Wonderful Music

Color, symbol, allegory----Hundreds of performers
Outdoor show world's most pretentious form of entertainment

Byng Boys in action---World's largest collection of war photographs---Fine arts, applied, graphic and commercial art---Photographic salon

Music---H. M. GRENADIER GUARDS
Anglo Canadian concert band and a score of other leading organizations---Band competitions ---Community singing

TWO DAYS OF AUTO RACING, Aug. 27-29—CHAMPION DIRT TRACK DRIVERS OF TWO CONTINENTS IN HAIR RAISING CONTESTS.

SIX DAYS OF INTERNATIONAL MOTOR BOAT RACING
Four days of trotting and speed trials.

Midway---Clarence A. Wortham Shows---America's largest and best carnival combination---Entirely new to Canada

Imdustrial and better farming exhibits covering the three great divisions: production, distribution, consumption--Government displays, etc.

Mammoth Fireworks Spectacles Nightly and scores of other Special Attractions only to be seen at Toronto

Reduced Fares on all Lines of Travel

ROBERT FLEMING, President JOHN G. KENT, Managing Director

CANADIAN OPPORTUNITIES FOR CHINESE TRADE.

The Furniture Manufacturers Association offices have received from Mr. C. C. Neih, President of the Chinese General Chamber of Commerce, Temple of Queen of Heaven, Shanghai, the following letter which has been sent to all members.

"Within the last decade the foreign trade of China has been doubled in spite of the revolutions and other internal disturbances. None can tell how many times greater her trade will expand during the next ten years. Her ability to supply the world markets with agricultural products and minerals is manifold; her capacity of consumption for foreign goods is multiplied by the rapid growth of modern industries. Many observers believe that China is on the verge of a great industrial revolution.

"Reviewing China's foreign trade in the past we regret to see that Canada has not taken as large a share as might be expected from her excellent transportation system with Chinese ports. This, we think, is largely due to the fact that the tremendous trade possibilities in China have not been sufficiently well-known to your business public. The Chinese General Chamber of Commerce of Shanghai, an association of some 400 representative merchants and manufacturers of Shanghai, desires to see more trade between Canada and China, and take this opportunity to express to the Canadian merchants and manufacturers its sincere wishes for closer relationship, which will, no doubt, result in mutual advantage and satisfaction, commercial and otherwise.

WESTERN PROSPECTS VERY BRIGHT.

A prominent Winnipeg furniture man a few days ago sent this letter to the Furniture Manufacturers Association offices at Toronto, which shows how hopeful prospects are in our Canadian West:

"No doubt you have regular reports from your agents throughout the West. It would perhaps be of some interest to you to get an independent report. The writer covered a territory of about 2,500 miles as far north as Battleford, Edmonton and Edson, and as far south as Medicine Hat, away about ten days, and not more than a day in each place, which gave him some opportunity of knowing what the country was like. It would be very difficult for me to endeavor to describe how uniform the crops are over the entire country, and without exaggeration I think I can safely say such prospects uniformly even all over Western Canada never previously existed. If they can be nursed carefully along during the period from now to harvest, the amount of money which this crop will bring in, even at today's low prices, would be something tremendous. It is not only a stimulant, but a tonic, to the most depressed individual to take a trip through Western Canada at the present time."

ELECTRIFYING FURNITURE.

Electric wiring is the latest innovation in the construction of furniture. Beds, tables, dressers and stands can now be treated with electrical equipment to do away with the use of crude hanging wires from overhead or wall fixtures.

GOLD MEDAL MIDSUMMER EXHIBITION

A midsummer furniture exhibition was conducted by The Gold Medal Furniture Co. during the two first weeks in July in the Aladdin Building, corner of King & Simcoe sts, Toronto, where the whole third floor of that structure was given over to a showing of the new regular stock samples from that company's furniture productions.

Of these special mention should be made of several new livingroom suits in cane and upholstered in velvet velours, with loose cushions. All the cushions used by the Gold Medal Co. are of Marshall construction. These suites were shown for the fall season. as also were two others upholstered in French silk.

An extensive showing was made of divanetts with the Bell construction, and daybeds and sliding couches of all kinds were shown, also the hercules bed spring and a couple of new Gold Medal stuffed mattresses.

The phonograph section displayed half a dozen models of period designs a couple of which were of consol size. Piano benches, chesterfield tables and library tables were also shown in this section. Much is being made at present of the firm's trade mark, and the company are attaching a metal stamp to all its productions so that purchasers can know that furniture items so marked are of high grade Gold Medal quality.

The exhibit was enhanced by the use of decorated and illuminated floor lamps, palms, and fancy settings.

WATCHING A NEW BENEDICT

A pleasing event took place at Montreal on July 4th, when Louis Viau, the vetran buyer with the Henry Morgan store took onto himself a wife. His entry into the ranks of the benedicts was hailed by Jack Neander and his Montreal confreres by presenting Louie with a beautiful gold watch, suitably engraved. Jack made the presentation. Louie and his wife spent part of their honeymoon at the Kitchener Furniture Show.

ANOTHER MARSHALL MONTH

The Marshall Ventilated Mattress Co. are featuring another Marshall Month in August when another display contest will be held, similar to that held in April. The conditions of the contest are to be announced later. but this much is known god prizes are to be offered.

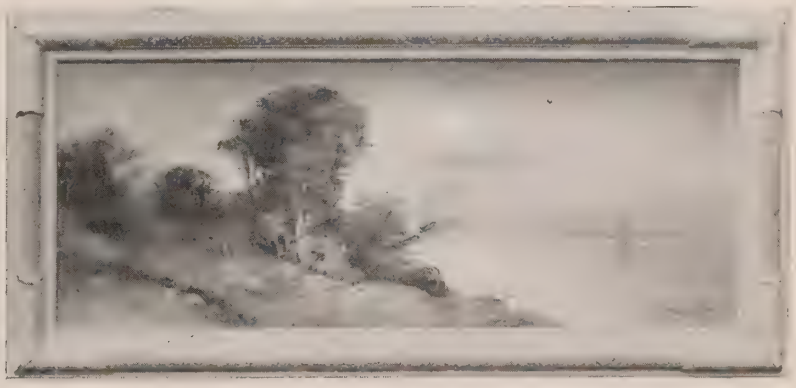
Marshall agents are being supplied with a handsome display cabinet finished in steel grey enamel and fitted with samples of all the Marshall products. The Marshall trademark is attractively displayed on top of the cabinet. Altogether the cabinet is a handsome piece of furniture and a means for easily showing samples of Marshall productions.

A. Kanoff and P. Chikofsky haveopened a furniture store at 516 Queen St. West, Toronto. under the name Globe Furniture Company.

The Sidway Mercantile Co., recently held a two—weeks exhibition of their complete lines of baby carriages, doll cabs, velocipedes, etc., in the Windsor Hotel, Montreal. The Eastern staff under Jack Neander, looked after the display.

PICTURES

PICTURE FRAME MOULDING



No. 41215 Rembrandt Pastel in Powdered Gold, grey antique.

The demand for good reproductions of fine paintings is ever on the increase. Our reproductions are framed in the most appropriate frames with great care and taste, and have established a reputation as ready sellers.

We have a very wide range of attractive picture frame mouldings, reasonable in price and excellent in quality.

PHILLIPS MANUFACTURING COMPANY, LIMITED

258-326 CARLAW AVE., TORONTO, ONT.

Manufacturers of Mouldings, Frames, Mirrors

SELLING 100 REFRIGERATORS IN A WEEK

Small town furniture dealer loaded up with refrigerators played up "Refrigerator Day" in his advertising and cleaned out his stock

A California furniture dealer in one his papars told he story a short while ago of how he moved 100 refrigerators at the close of a summer's season. it is a good story and may be helpful to other furniture dealers similarly situated.

Last July an unusually hot wave caught our town without a refrigerator on the floor. what should be done? The manager of the store had long before ordered from the east as many refrigerators as he judged the late summer trade would justify—but shipment was delayed and the refrigerators had not been heard from.

So in desperation he hurried to San Francisco and bought up what he could in small lots, for immediate delivery. Upon his return home he was greated with the long expected shipment of refrigerators from the east.

What a situation! in a town of only a few thousand inhabitants—most of them already supplied with this form of "summercomfort"—he had *one hundred* refrigerators to dispose of at almost the end of the summer season! Competition was also a factor to be reckoned with—as several furniture dealers carried refrigerators in stock. The dealer grew desperate! There was no storage room available and those refrigerators *must* sell! So he put on his thinking cap and soon decided how the situation could best be met. He mapped out a campaign—hitherto untried in the town—that swept the store clear of its "unexpected visitors" in a few days, besides netting the store a 30 per cent profit.

The plan was simply a duplicate—with a few variations —of the one offered by large city furniture stores, to send to the people in smaller towns anything in the store on an "easy payment" plan. Of course the dealer already had on his books some of the "pay when dunned" variety of customers; but no store in town had tried the regular monthly payment plan. By offering the big-city-plan in the smaller town, the dealer figured that any one could buy a refrigerator, even if it was not needed until the following summer.

Advertising space in the daily papers was the only means used to aquaint the public with the store's "Easy Payment Plan". On the morning announced by the papers as "Refrigerator Day," the sidewalk in front of the dealer's store held a row of refrigerators, all shiney ard new; while inside, across the front of the big store, was a double row of them. The "overflow" was put in the back room—that is, for a little while. Everybody stopped to look. And how those boxes did sell when the folks found out how easy it was to pay for them!

The dealer introduced a new note into *his* easy-pay plan that pleased the customers and brought in more money than if a certain, definite sum had been demanded each month. He would say to the customer: "Now you don't have to stick to the schedule and pay a certain sum down and a certain sum afterward each month. You can make your own schedule! Whatever you feel you want to pay will be alright with us."

Nine times out of ten the customer would offer more than the dealer would have asked. Sometimes he would lower it, thus: "Well, maybe that would be too much. Let's lower it a couple of dollars. We don't want this to become a burden on anyone."

Every single refrigerator was sold before the week was out. The store truck could not handle deliveries alone, so one had to be hired to help out.

A GOOD WAY TO SHOW CLEANERS.

DESIRING to present an original yet striking window display that at the same time would be practical in appearance, a Massachusetts furniture store proprietor worked out the following in connection with featuring his stock of vacuum cleaners. He used a small but prominent window for this purpose, one which was located directly in front of his entrance and included at the center of the window one specimen model of the vacuum cleaner he was featuring. Surrounding this model and in an upright position were twelve brooms leaning against the back of the window. This sign completed the display: "This Vacuum Cleaner Can Do the Work of Twelve Brooms in One-half the Time." In order to illustrate the latter part of the sign wording, a cardboard clock was also included, with one-half of the face blocked in black paint to help in interpreting the complete wording.—C. T. H. in Grand Rapids Furniture Record.

GETTING MOTOR OWNERS' FURNITURE BUSINESS.

THE buyer who owns a car generally has money to spend, and you may find it advisable to invite this class of trade. If you want to get them into the habit of driving up to your store to make their purchases, talk to them in their own language. One thing in which all motorists are interested is the number of miles per gallon of gasoline. Each motorist is sure he is a better driver and gets more mileage than other drivers. Then why not advertise like this:

> HOW MANY MILES DO YOU GET OUT OF A GALLON OF GAS? Stop and think how near we are to you, and how little it will cost you to drive up to our store and take your goods away with you.

BIG BUSINESS PARADE.

More than 1,200 vehicles took part in the carnival parade of business men of the Danforth district in Toronto a few days ago. The carnival was held under the auspices of the business men's association of the district. The parade was as long as Danforth avenue itself. There were many beautiful floats.

The furniture men of the district, while they did not obtain first prize, were strong competitors in the race. The decorations and the carnival generally were the most elaborate and the greatest retail trade outing affair ever held in Canada.

PICNIC AT KITCHENER

OWING to pressure on our columns we have to defer until next issue a more detailed description than appears elsewhere of the various exhibits and especially the new furniture lines shown at Kitchener's July Furniture Show.

But we are going to touch on one or two of the interesting entertainments furnished by the Waterloo County Furniture Manufacturers as showing how the social side was catered to.

Of the larger entertainments that which took place on wednesday evening July 7, won first place, when the furniture men of the Twin Cities and the outside attendants and their visitors numbering over a hundred got away from the more serious side of the show and found relief from the depressing heat by spending a few hours on the Westmount Farm of E. O. Weber which was in the form of a gathering on the lawn accompanied by a supper and entertaining numbers.

After the spread which was served at about 6,30 o'clock the guests were taken on an inspection of the farm which is modernly equipped and which was found interesting. Sports, including several soft ball games and an informal program of song and recitations and addresses followed. Among those who contributed to the program were Dr. Koeppel, Archie Caya, George Hathaway and Lou Phippen of Sarnia the latter addressing the gathering in his characteristic interesting way.

The supper was served under the direction of Mr. Prestwich of the Dominion Rubber System and a staff of ladies.

Hospitality of Host.

After the supper host E. O. Weber announced that the visitors now owned the place and they could act tccordingly. He hoped they would enjoy themselves to the full.

A tug of war was staged with a horse at one end and thirty five men at the other. The men won the first round and the horse the second. Pony riding and saddle horse stunts were provided by the riding artists of the furniture kingdom. E. O. Weber's bareback actproved the premier act of the affair.

The baseball game proceeded well until "Pat" Scully his team, hay wagon and gang arrived after the day's work in the field. They cleared the bases whether it was through the accurate driving of the teamster or the unneccessary scare of the fielders is not certain.

The use of a hayloader in gear at the rear of a haywagon was amply demonstrated both to those on the vehicle and bystanders.

PROMOTING FURNITURE SALES IN U. S.

THE third meeting of the executive comittee of the Furniture Publicity Bureau was heud at the Blackstone Hotel, Chicago, on June 10. After considering reports of investigations made since the previous meeting, the committee determined upon the basis of yearly assessment on which the manufacturers of furniture will be asked to pledge for three years. The retailers of furniture will also be canvassed to pledge for three years an amount in line with their output.

These pledges will be issued immediately to manufacturers and retailers and a business agent engaged to conduct the work of securing signatures to those pledges as rapidly as possible. During the July market meetings will be held both inGrand Rapids and Chicago to feature the work of publicity and the necessity for securing funds to carry out the work on a basis which willbe acceptable to the furniture industry. As soon as the manufacturers and retailers of furniture have demonstrated their willingness to support a movement which willin the broadest and highest sense possible create an appreciation of the American home, the machinery will be put in opperation for educating the manufacturer salesman, the retailer salesman and the public as to the essentialness of furniture.

Headquarters for the bureau have been established at 423-53 West Jackson Blvd., and from now on the activities of the bureau will develope steadily.

FOR BETTER FURNISHED HOMES

The Executive Committee of the Furniture Publicity Bureau of the U. S. has engagedR. L. Jordan as managing director, to have charge of the office of that Bureau, which has been established at 423 Monadnock Building, Chicago. Mr. Jordan will immediately start a drive which will embrace all manufacturers and retailers of furniture to secure pledges for the finances required to operate the bureau in its three year campaign of education to create "Better American Homes." Every energy employed to increase the interest of the public in beter homes will naturally focus attention upon furniture, which is the chief item of equipment in the home.

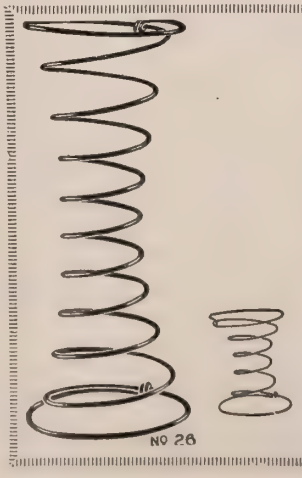
WANTS TO MAKE MANTEL CLOCKS

J. B. Tobin, Rochester, N. Y.. a Canadian resident for some years in the United States, who wishes to return to this country to enter into the manufacture of small clocks, and askes for information.

Ryrie Bros. and P. W. Ellis Co., Toronto are wholesalers and manufacturers of jewellery lines and clocks, and the secretary of the Jeweller's Assn. is O. Ross, Toronto. The Jacques Furniture Co., Kitchener in the recent past were manufacturers of clock cases and frames, and the Baetz Furniture Co., also of Kitchener, make clocks now.,-Editor

FURNITURE WAREHOUSEMEN HOLD EXCURSION

The National Furniture Warehouse Association of America held a joint excursion and convention at the Bigwin Hotel near Huntsville, Ont., commencing on July 7th. This association has its headquarters at Chicago and embraces about 250 prominent business men of Canada and the United States, in its membership. This is its first trip to the Lake of Bays District.



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

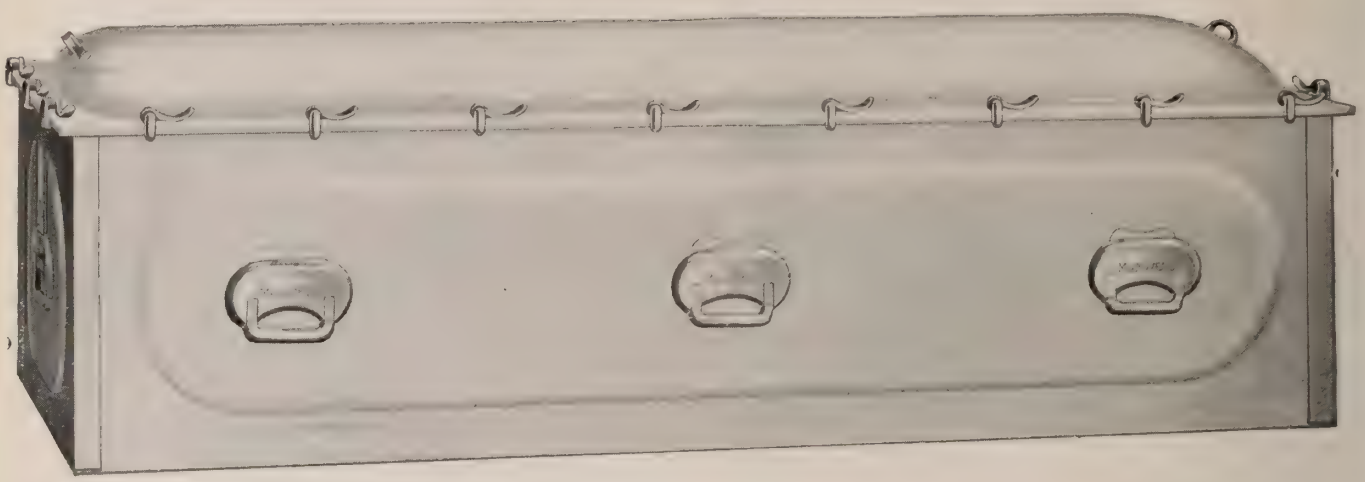
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Sanitary Copper-Alloy Vault



Manufactured Exclusively of Copper-Bearing Steel
The Most Rust-Resistant Steel or Iron

Known to the Art.

Its Superiority is Now Generally Acknowledged

Even by those not making exclusive use of the material.

MAKE NO MISTAKE

Handle and sell the goods you can depend upon.
The Maxwell Vault has never failed you.

Its Quality is Always Maintained Regardless of Expense

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Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

CAN EMBALMING BE SAVED? IS EMBALMING WORTH SAVING?

Fourth article of series by Prof. H. S. Eckles.

Written for Canadian Furniture World and The Undertaker.

NATURE never yet has made a mistake. This is accepted as an axiom by every scientific man. No true scientist attempts to alter Nature. His efforts are centered upon understanding WHY nature does a thing in a certain way and therefore he follows in every particclar the course Nature outlines.

The men who are urging you to use the vein injection method are trying to get you to alter Nature—for their profit and at your loss.

The most complicated piece of mechanism ever designed is Man, because, his spiritual nature aside, Man is simply an infinitely complex piece of machinery. Indeed there is no principle of mechanics employed in any man-constructed piece of machinery which is not to be found in the human body. Every organ has its specific use and the more we learn regarding anatomy the more thoroughly we comprehend that in the selection of its materials and in the construction of the individual parts of the machine called Man, Nature has worked mith infinite precision.

Man has solved most of the intricacies of thehuman anatomy. Today he knows the use of practically every organ in the body; the reason for its form and construction and the mechanical purposes which the Infinite had in view.

Our knowledge of no part of our anatomy is more thorough than is our understanding of the circulatory system. Few of its secrets are hidden from us. There no longer is room for guess-work nor opportunity for camouflage.

We know what we know and we know that we know it—and we know that when Nature sets the blood in circulatin it invariiably traverses the various parts of the systemic circulation in one invariable order—heart, arteries and capillaries, the veins being used for DRAINAGE purposes only.

Now since it must be conceded that Nature has a purpose in all things and that there could not have been an error in the anatomy of a self-perpetuating race which has remained on earth for many thousand of years, it follows that each each part of the circulatory system is not only perfectly adapted to the purpose for which it was designed, but also is so formed as to absolutely meet every requirement which might be placed upon it.

The heart is the great engine of propulsion. It is a pump which must never cease its work, else life instantly becomes extinct.

Nothing, therefore, must be allowed to interfere with its action. For this reason an adequate outlet must be provided for the blood which is pumped by it. Since pumping induces pressure and since pressure transformed into motion is necessary to distriibution, the arteries are constructed in such a manner as bestto resist and transmit pressure. They are flexible because they must nedds conform to the movemnts of the body, but internal pressure makes practically no variation in either their diameter or their capacity. In other words, they will not stretch sideways and since they will not stretch, anv pressure which is introduced into them by the heart in life or by the embalmer's injecting pump after death is unfailingly distributed through the arteries ,their branches and sub-branches, in proper proportion to the next link in the cycle of circulation, the capillaries.

It readily can be understood that if the arteries were not so constructed as to resist side stress, the slighest clott, hindrance or obstruction in a minor artery or at the capillaries or the slightest variation in the degree of fluidity of the blood would impede circulation and the force of the heart would be diffused sideways instead of forward, compelling the blood to travell onward and ever onward.

So it was while life existed. And after death. what?

All the physical structure remains, for a time at least, exactly as it was . We are called in to embalm.

It may be elementary. but let us for a moment consider what our duties are to be:

First, we must destroy the germs of decomposition and of desease. These things we must do because if we do not

COMING CONVENTIONS 1921.

Saskatchewan Funeral Directors and Embalmers'association, at Saskatoon, Sask., July12th, 13th and 14th. James McGuirl, secretary, Moosomin, Sask.

Nova Scotia. Funeral Directors Association will meet Snow & Co.'s Parlors, 90 Argyle St. Halifax N.S. August 16th, 17th, and 18th. C. E. Zinck, sec'y, Dartmouth, N. S.

New Brunswick Funeral Directors Association, St. John, N. B. Sept. 6th,7th, and 8th. N. L. Brennan, secretary, St,John, N. B.

Canadian Embalmers' Association will meet at Toronto, Ont., Sept. 6th,7th and 8th. F. W. Matthews, secretary, Toronto, Ont.

do them, ours ceases to be a profession and by failing to protect the public from the elements of danger that lie in every dead human body, we have forfeited our right to the proteceion which the license system affords.

But, besides disinfection, we have still another object in view. Having protected the public by destroying the germs of decomposition and disease, we desire to beautify the body for funeral purposes in order that the sorrow of family and friends may be alleviated as far as possible and their appreciation of our service increased.

But, mind you, this latter object is entirely a secondary one. It must not be our first motive and to it our thoughts must not be directed except in so far as we can accomplish this purpose without interferring with our primery object of disinfection. That is clear, I take it; and if it is, let us proceed to discover by what ways and means we may accomplish our desires.

If we are to disenfect the body, it follows of necessity that we must saturate the tissue with preservative and disinfecting chemicals.

How best may we accomplish this?

It is universally conceded that embalming is the best course to pursue and until recently at least it has been quite as universaly accepted that this meant arterial embalming or the utilization of Nature's cycle of circulation—in other words, using the blood channels for the distribution of our disinfecting fluid after death exactly and in the same order as Nature utilized them for the distribution of the life—giving and purifying blood before death.

So far, so good! Now, since Nature makes no mistakes, what process could possibly be better than our imitating Nature's methods as closely as we possibly can?

That means first, that we should inject our fluid where Nature's pump, the heart, injects the life-giving blood—into the arch of the aorta, the primary artery of the body and of which all arteries in the systemic circulation are either branches or sub-branches. z

The aorta, we find, is a nonelastic conduit fashioned by Nature to withstand pressure and transmit it in proper proportion to the arteries which have their origin here and which, like the aorta, are nonelastic, pressure-resisting and transmitting conduits for the passage of our fluid.

We may rightly assume that Nature in regulating the size, length and number of these conduits has seen to it that each part of the body is adequately supplied with blood during life and therefore we may with equal assurance assume that a proper proportion of fluid will be distributed through them after death if we follow a proper procedure, use a scientific fluid and release from the veins a sufficient quantity of blood to permit the pressure on our fluid bottle to be effictive.

Unless we drain from the vein while injecting through the artery, we cannot properly transform pressure into motion scfficiently to secure a thorough and even distribution of our fluid. Failure to drain produces back pressure and faulty distribution. Injection of the vein does the same thing, at least as far as the face and upper trunk are concerned.

Getting Ready for the C. E. A. Convention

THE program for the Canadian Embalmers Association Convention is now in the hands of the printers and will be issued shortly. In it will be given detailed information regarding the convention from day to day.

This year a radical departure is being made in that it will be a business convention. There will be no post graduate course. All members of the Association who wish to take up that phase of work are invited and requested to attend the school course, which the professor will conduct the week previous to the convention.

This year Prof. A. Worsham of Chicago will conduct the school classes, which will open on Tuesday, Aug. 30th and continue all week.

The Convention proper will open on Tuesday, Sept. 6, and continue for three days, with Exams. by the Ontario Board on Friday, Sept. 9.

During Convention besides the various reports of the officers and committees addresses are to be delivered by Canadian experts on sanitation, transportation, registration , etc., and practical demonstrations will be conducted by our own members. Besides, there will be a talk on woods entering into casket-making; a practical man will trim a casket, a Canadian funeral director will tell how simply he inaugurated a cost system which works. and which can be adapted to any business large or small.

The picnic is expected to be greater than ever. The manufacturers are furnishing a splendid prize list, and the big baseball game will of course be the central feature.

If you have not received your program write for it to your Secretary and look up your calendar and mark the dates when you are to come to Toronto.

EXPORT OF COFFINS AND CASKETS

For the first time in several recent years the export of coffins, caskets and parts thereof figure in the latest Trade and commerce report, based on the records supplied by the Departmnt of Customs for the year ending March 31, 1920, and just issued. These totalled a value of $ 15,369 of which Newfoundland took $ 6,000; Trinidad and Tobago $ 4,000; the U. S. $1,400; and Barbados, $ 1,100. The rest went insmall quantities to Bermuda, British Guina, Jamaica and New Zealand.

Our imports of caskets totalled $ 116,290, all from the United States, as compared with $ 84,081 in 1919.

NO DEMONSTRATION AT NEW BRUNSWICK CONVENTION.

Following the example of the C. E. A. the New Brunswick Association propose holding their annual convention this year during Fair Week in St.John (Sept.6,7, and 8.) They will also this year dispense with the services of a demonstrator and get down to practical work.

HEARSE UPSET, FUNERAL DIRECTOR HURT.

A. B. Lauder, funeral director of Hillsboro, N. B., had a narrow escape from fatal injuries when returning from Grey's Island cemetary after a burial service there recently. The hearse was proceeding down a rather steep part of the road leading from the island when the hearse upon which Mr. Lauder and his assistant sat was completely overturned, throwing both into the ditch. The horses became frightened and ran some distance dragging their driver with them. Mr. Lauder sustained a badly cut head, just escaping a fractured skull. His shoulder was badly twisted and he was altogether badly shaken up.

Ernest G. R. Clayton, son of J. P. Clayton, superintendent of Fernhill Cemetary, St.John N. B. was married recently to Miss Mabel L. H. Holmes.

Professional Notes

By an order-in-council of the Provincial Government every funeral director in Ontario has been appointed an inspector of anatomy.

Dr. and Mrs. G. W. Ferguson were over in Saganaw, Mich., attending the convention of the funeral directors of that state on June 28 to 30.

J. Chapin of Windsor, Ont., has a new motor ambulance It is built on a Reo chassis; has hot and cold water, electric fans, etc.

Adam Wallace of Comber, Ont, has purchased A. L. Meston's business and moved into Windsor, Ont.

A. L. Oates has moved into his new funeral parlors on Erie Avenue, Windsor, Ont.

Wm. Sutton, Windsor, has purchased a new McLaughlin ambulance.

Messrs A. D. MacGillivray & Son, Alexandria, Ont., have secured the services of a licensed embalmer in the person of Frank Millar, recently with J. M. McDonald of Cornwall, who will havve full charge of that department. They also have added to their furniture department an up-to-date casket showroom, in which they display the newest designs in cloth and hardwood caskets.

Hicks & Irvine have taken over Buchanan & Minaker's business at Picton, Ont.

Recent visitors to Toronto on their way to Western Ontario to visit relatives were Mr. and Mrs. Geo. B. Burney of Ottawa. Mr. Burney, formerly of Rogers & Burney, is now conducting his own business under his own name at 338 Somerset St. Ottawa, and has associated with him his son, H. B. Burney.

George E. Logan, London, Ont, took his annual spring pleasure trip going as far west as Des Moine, Ia, June 12, returning June 29.

J. A. Russnell, funeral director, Niagara Falls, has purchased the beautiful residence of Dr. E. T. Kellam, and will convert it into a modern funeral home with chapel, morgue, show room and garage attached Mr. Russnell expects to have as fine a place as there is in Ontario.

NEW FIRM AT COLBORNE ONT

Fred McArthur, funeral director of Cobourg has associated himself with Capt. Troop of Colborne and has formed a partnership, under the nameof Troop and McArthur. This is not a branch of the Cobourg business but an independent company to operate at Colborne and vicinity, whereby the two concernsare absolutely seperate. The one motor equipment takes care of the two businesses.

EMBALMING COURSE AT MONTREAL.

A special course in embalming was conducted at the Montreal showrooms of Gerard & Goddin, Ltd., 326 Notre Dame street, east, on June 7,8 and9. The lectures were given in both French and English.

JOY COMES TO FUNERAL DIRECTOR

W. E. Scott, Mayor of Almonte, and one of the best known funeral directors in Eastern Ontario, after fourteen years of wedded bliss had his home visited by the stork recently, being presented with a son. Mr. Scott as well as being first citizen of his town this year, was mayor also in 1918, and was warden of Lanark County in 1916. Lou Hauck, the Canicula man, who reports this news, says Mr. Scott is a regular fellow.

You Should Attend

THE

CONVENTION

Of Your Association

-:-

September 6, 7 and 8

-:-

All the sessions will be practical.

Demonstrations will be given by our own members.

Talks by Provincial Authorities on Sanitation, Transportation and Registration.

Casket Trimming and Casket Woods will be demonstrated.

Costs will be dealt with by a Canadian Funeral Director who has a system for the big and the little fellow.

It will be a *Practical Convention.*

Come to the picnic and games.

Come to the banquet, meet the boys.

Canadian Embalmers Association Convention

TORONTO, September 6, 7 and 8

ARTERIAL *vs.* VENOUS INJECTION

By J. H. Weaver

IN recent months considerable space and time has been devoted to the theory of vein injections, and in many instances is being used to promote the sale of some wonderful fluid or set of special instruments which, singly or in combination, are the panacea for shortcomings and past failures of the embalmer, or else a direct criticism of the method either due to improper application in trying the method or downright prejudice to newer methods.

That the vein injection alone has its shortcomings is beyond doubt, which also applies to the arterial method, and in many instances the vein injection might prove as efficient as the arterial, but there are cases where either used alone would result in failure, but the two used together with ordinary skill would give the desired result. For this reason, if for no other, there is a lack of understanding or practical application, and criticism naturally follows.

The criticism is to be deplored fully as much as the promoters of fake fluids or instruments, and yet our markets are so flooded with fake ideas that it matters little what your profession, you have the same humbugs to contend with, and our profession is no exception to the rule. The instruments necessary for the injection of bodies by arterial or venous methods are or should be in every embalmer's grip at all times, and with a small amount of extra tubing, stop-cocks and an extra Y any one can experiment with the venous method enough to satisfy themselves of its merits before investing in an expensive set of instruments.

Neither do you need any special fluids if, in selecting your fluids, you use judgment and do not select a fluid too astringent or hardening in its nature and dilute sufficient to prevent putty color after standing for a period of time, the venous injection to be successful requiring a thorough diffusion of fluids with the blood to give the color sought. A strong formaldehyde fluid will naturally require a greater dilution than the weaker fluids, and with a little care the experiment can be carried out successfully, and is sufficient to prove that vein injection is quite a boon when used in conjunction with the arterial method.

The reason for a weaker fluid is apparent. In arterial embalming the arteries being empty, or nearly so in most cases, the dilution which occurs, or diffusion, if you wish to so call it, must occur principally in the veins after passage through capillaries, there being little movement of this blood owing to congested condition. The fluid must mix with a more or less stagnant mass, there being no great current created unless by drainage, hence the amount of formaldehyde or other disinfectants that mixes with the blood is somewhat limited, especially in certain regions. But by a direct injection into the vein the current created thereby makes the diffusion much greater and more thoroughly saturates the tissues, and with the additional fluid that finds its way from the arterial injection by way of the capillaries the diffusion is more complete and a much weaker fluid will accomplish the same or even better results than arterial injection only.

The old theory of valve resistance has been exploded long since with actual experiments, which have proven conclusively that the imperfect valves which are found in most veins show little or no resistance to vein injection. By imperfect valve we mean a valve that does not entirely close the channel. It is well also to note that by injecting directly into the veins we reach such organs as the liver and lungs much more direct, while if dependent upon arterial fluids entirely we must establish a most complete circulation, which is not so easily accomplished in arterial embalmment; in some cases owing to blood clots or other obstructions in the arteries, and often in vital places. This especially applies to cerebral hemorrhage, etc., where blood clots are known to exist.

An example was found in this some time ago in a case of apoplexy where the arterial method alone was used, the circulation was apparently as complete and as perfect as one could desire, capillary circulation appeared over the entire body and was especially good over the face; drainage was unobstructed, not the slightest evidence of resistance or obstruction and not the slightest discoloration appeared after the injection of approximately 192 ounces of good standard fluid. Very little fluid escaped by drainage. After the body lay three days there was no evidence of further trouble and the body was dressed and placed in the casket.

On the fourth day the superficial veins of the forehead began to show signs of tissue gas, only slightly distended at first, but after about three hours the gases had reached the region of the eye. By a hasty injection of the veins direct to head the trouble was completely overcome and the body kept perfectly. But you are all aware of the result had the injection not been made—a face swollen beyond recognition.

It also taught me that vein injection in such cases was essential as well as arterial. The peculiar feature was the fact that there was not the slightest discoloration even in the presence of the tissue gas, it being evident drainage had been fully accomplished except in the immediate vicinity of the blood clot.

It will also be found by injecting the veins that the venous blood, which is so often clotted, is dissolved to some extent by the current created, rather than by any chemical action, as claimed by some promoters of special fluids. A solution of ordinary salt will accomplish the dissolution as well as any chemical.

There is, however, one feature of some fluids which is very desirable, that being in those containing oxygen which, whether in combination or not, is attracted by the hematin of the blood, causing a very rich red color in the blood; some will retain this color for a considerable period of time. But the ordinary salt solution will suffice for experimental purposes and is also very useful in arterial work as an aid in dissolv-

The Embalming Fluid
With A Reputation

CANICULA

For thirty-five years Canicula Embalming Fluid has been on the market and is classed as one of the leaders in its line.

Compounded from fourteen different preservatives and antiseptics there is nothing in its preparation that modern knowledge or chemical science can improve upon.

The operator can use Canicula with the minimum of trouble as it does not injure the hands or eyes, and the best results can be obtained even in the hardest cases.

Canicula leaves the body flexible but firm making it easy to clothe and place in position desired.

Get accustomed to a fluid that you can always depend upon.

Write us for particulars

CANICULA CHEMICAL CO.
366 Bathurst Street, Toronto, Ontario
Makers of Five Kinds of Embalming Fluid.

ing clots. And fluids containing a great amount of formaldehyde will, however, break the wall of the corpuscle and liberate the hemoglobin and give tissue stain or the much dreaded putty color.

A careful test will convince the most skeptical that vein injection has its merits, but is not to be relied upon alone. Just as we find arterial injection will not accomplish results in all cases, just so do we find vein injection only more so. The better way is to use the two, and any result desired can most always be accomplished, provided the operator is skillful.

No two embalmers have the same idea as to what color looks better in the dead, but those desiring a pink color will find it by injecting the vein until the face is thoroughly flushed, and then injecting the artery, allowing some drainage as required; then tone the flush to the desired color, alternating the injection until diffusion is complete. Then any color from white to red may be had. Neither will it take more fluid in concentrated form than arterial work, as fluid must usually be much weaker, also putty color will result.

There are also instruments on the market which simplify the work to a great extent and are very practical, but these may be added after experience has taught the operator which are the most desirable and most practical for his use.

There can be no general rule for this method of injection, as no two cases present the same conditions, and the operator must rely upon his own skill on each individual case.

Although some of the rules outlined by fluid promoters are not applicable in one case in twenty, they are deserving of credit for stimulating a desire for something better than the older methods.

The Supreme Achievement in Embalming Fluid

The next time you want Embalming Fluid, do not merely mention "Fluid," but insist on "CaranaC."

CaranaC Embalming Fluid

is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

We Ship Promptly

CaranaC Laboratory

"The All-Canadian House"

Peterborough - Ontario - Canada

FUNERAL DIRECTORS HAVE BIG HEARTS.

That a big city has a heart and that funeral directors are not the least generous was amply proven recentyl at Detroit when T. M. Doherty was called up by the city coroner and asked to take care of a body and hold it for instructions . The funeral director dild as requested. The coroner had a caller, a little boy of 12, Emile Beauline, who told the official that his mother having died suddenly he did not want the body buried in Palter's Field, but wanted it sent with him to Ottawa, Ont. he had no funds, but the coroner being tender-hearted called up Mr. Doherty.

Mr.Conley, the coroner, became interested told a newspaperman the story, who put it in the press. Almost immediately a great number of organizations tendered help of $ 200 each for the funeral. The old Newsboy's assn., Elks , Y. M. C. A., Knights of Columbus, Boy Scouts, Municipal societies and neighborhood organizations competed for the privilege of looking after the boy and his Mother's body. Personal donations from the city rolled in with callers, and the mail brought in many more. Not the least were the offers of caskets from several Detroit funeral directors.

The coroner accepted everything, put it in the bank, and then looked for Mr. Doherty to make arrangements about the funeral. Mr. Doherty had already sent the boy, accompanied by a neighbor, and body home to Ottawa. He had learned the story before the donations had come in, and feeling for the orphan he paid all expenses himself. He refused to take a copper, so the boy has a tidy bank account when he gets back to Detroit. He may prefer Ottawa now. But it is'nt such a bad world after all when such incidents happen, and funeral directors are not lacking feeling when they get really true cases of distress.

MILES' PICNIC GROUNDS.

The Francis Hague Chapter Order Eastern Star of Toronto held their annual picnic at the summer home of Aathur W. Miles on Wednesday June 22. Spider Point" as Mr. Miles grounds are known to the Harbor Commission is one of the most ideal spots in the country for recreation parties. The grounds consist of a base ball park; race track; foot racing lawn; tables for luncheon; and parking spaces for the many cars which run out there. Then there are Shetland ponies for the children to ride and drive, and horses and trick mules for the older boys and grown folks if they wish to take a chance--the ltest addition to the stables is a thoroughbred mule purchased from the Robinson Circus which played Toronto recently.

Other attractions for those who do not or cannot take part in base ball and other games are the swings and the interesting Miles' managerie, where are cages of monkeys' parrots, and other foreign birds as well as tame geese, peacocks and lots of other pets.

The newest feature on the lake front is the "Spider Point Pier" which cost Mr. Miles some thousands of dollars and is not only a protection for the water frontage but makes a safe spot for the children who like to paddle in the canoes and boats, or who care to swim where this protection makes and keeps the water at a moderate temperatur at all times. There will probably be held during the summer some 25 picnics at "Spider Point". Many more would like to meet there, but confusing dates prevent quite a few assemblies.

The 1595 scattered military cemeteries in France have been reduced to 489 compact burial grounds.



Above is a photograph of the hearse which we built for H. R. Ranks, Toronto, and is the same model as one already shipped to Kitching and Co., Grimsby, Ont.

Our plant is equipped to turn out a first class job in motor vehicles of every description.

We make a specialty of converting horse drawn hearses into motor hearses. Expert attention given to the lengthening of the chassis.

We can guarantee absolute satisfaction, so don't hesitate to seek our assistance and advice about anything you may wish done in this line of work.

HARDS—TIMPSON COMPANY

188 STRACHAN AVE., - TORONTO, ONTARIO

Jewish Burials in England

THE largest part of the funerals of Jews in London, England, is done by the United Synagogue, Burial Society, which is a very extensive organization, owning three cemeteries at present in use, besides several that are full and "out of action." Another cemetery, not belonging to the above society, has just been opened in South London: but in this, as in the others, the guiding principle is the same.

"The whole principle of burial with our people," said an authority on these matters the other day, "is based on the view that there should be no ostentation in regard to death and burial, and that the body should be returned to the earth whence it came as quietly and reverently as possible. As we came into the world with nothing to distinguish us one from another, so, we think, we should go out." Hence, according to these people, there should be no difference in regard to burials; the poor in death should be treated in the same way as the rich and with the same reverent observation. They hold it wrong to make any ostentation in funerals; so they are treated in the simplest manner possible.

The coffin is of the plainest make, of common deal generally, with no ornamentation of any sort, lined with the simplest cotton or linen material, and fitted with handles of the plainest description. It is a strict rule that no grave shall be used for more than one interment. Because of this rule no name plate is needed. The headstone, which all graves must have, is sufficient for all purposes of identification. All inscriptions on these headstones have to be submitted to the committee of the society for approval: this is to guard against anything offensive or unfitting going on the headstone. Then, as the inscription appears in Hebrew and in English, care has to be taken that the Hebrew is pure.

Buried in Rotation.

The general rule in regard to burial is that each person is buried in rotation, all follow the same order and all are allowed the same amount of space. Family plots consisting of eight grave spaces may be acquired by members of the society, the rule of individual burial applying in these instances as it does in the cemetery.

The United Synagogue levies a rate upon the members, for which they have the right of ground free of charge for themselves and certain specified members of their families.

There are three classes of funerals, viz., first, second and charity. The whole cost of the charity funerals (which in 1914 amounted to £688 12s. 3d. exclusive of the cost of ground and establishment charges) is borne by the Society out of the overplus of the rates, and the first-class funerals, which comprises the well-to-do members of the community. The second-class funeral is only a part payment toward the cost, and was instituted to meet the requirements of those not in a position to pay the higher charge.

All charges are fixed by he burial committee, and a balance sheet, certified by a chartered accountant, is submitted annually to the community.

The activities of the burial society are not solely confined to the immediate vicinity of London, many charity funerals being conducted from private houses and public institutions within a radius of fifty miles of the capital. Furthermore, the society is often called upon by the poorer provincial communities to bear the cost of charity funerals of poor persons dying in their neighborhood.

Voluntary Workers' Society.

In addition to the paid officials there is a society of voluntary workers, entitled the Chevra Kadisha ("Holy Brotherhood"), who attend the deceased at the time of purification and assist in the various rites and ceremonies that then take place. It is not all who can become members of this brotherhood; they must be men of high character and respectablity, and well fitted for the sacred duties they have to perform. During the period of sickness up to the time of death there are special prayers and supplications to be said, in which those in attendance assist. When dissolution has taken place those present repeat: "The Lord gave and the Lord hath taken away; blessed be the name of the Lord," etc. All who are present at the moment of death are bound to make a small rent in one of their garments. Experienced persons are required to watch beside the body until burial in case there should be any sign of life.

The rites of purification follow. Of these it is not necessary to speak further than to say that all these ministrations to the dying and the dead are conducted in the most pious and reverent manner. When the body is placed in the coffin those present say: "May he (or she) come to his (or her) appointed place in peace!" As regards preparation for burial, the book specially published for the direction of the Chevra Kadisha states that cremation is contrary to the Jewish law, though the rule that it is the duty of relations to fulfil the wishes of the departed does not apply to any directions regarding cremation. In any case, if a body were cremated the ashes would have to be placed in a coffin and occupy an ordinary grave space.

At the Funeral.

While being carried to the grave the coffin is covered by a black pall. A space of six hand-breadths separates one coffin from another. When the coffin is lowered into the grave the prayer given above is repeated: "May he come to his place in peace!"

The grave is not letf until it is completely filled up In quitting the burial ground it is customary for the mourners to pluck a handful of grass and say: "And they of the city shall flourish like the grass of the earth. He remembereth that we are dust." Funerals, it should be added, may take place at any hour of the day, and on any day of the week save Saturday and Jewish festivals.

Jewish burials are never long delayed, except perhaps when some mourner has to come from a distance. Three days is generally considered a sufficient interval between death and burial.

The cost of funerals by the burial society is very moderate, considering what is often spent by people in other communities. They range from between two and three pounds in the case of the poorest to eight and nine pounds among the well-to-do. The total number of burials last year was 1,431. Of this number 225 were members of the burial society, while 1,206 were non-members. It may be added that the Jewish burial grounds are models of neatness and "quietude," and are invariably kept in good order, even the disused ones, of which there are several in and about London.



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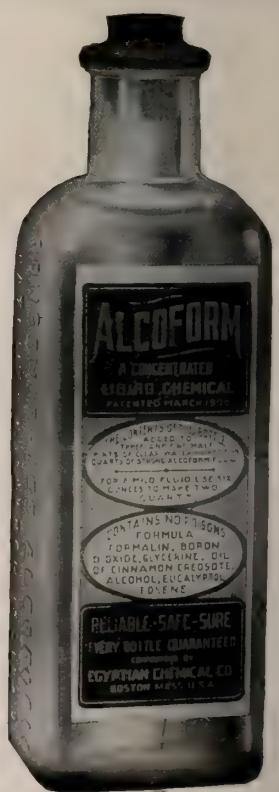
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The Trade now asks for another Marshall Month.

We have decided to make August another great merchandising month.

We will advertise it in your local papers. We will supply you with streamers and literature. We will co-operate with you in a great selling campaign of Mattresses for August.

You will get the cumulative effect of the last campaign in this one. Many of your customers have told others about the splendid qualities of Marshall Mattresses—there are more good prospects for Marshall Mattresses now that ever.

It is up to you to take advantage of this new interest and of the advertising we are doing.

Make up a good big order now and send it in, so that your goods can be shipped in time for the big selling event in August.

Write to us for full details of the campaign and the special helps we are planning for August.



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LONDON, ENG. WINNIPEG CHICAGO, ILL.

Vol. XI., No. 8

Published by The Commercial Press, Limited
51 Wellington West, Toronto

AUGUST, 1921

The Canadian FURNITURE WORLD

AND THE UNDERTAKER

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Dealers should never be without a selection of Old Hickory Furniture. We carry a complete line, embracing many original and attractive designs.

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No. 509

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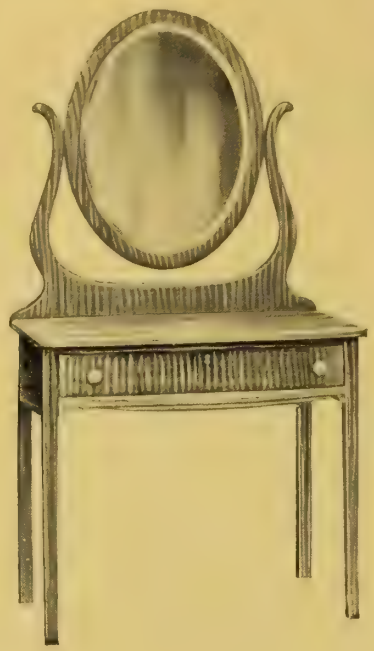


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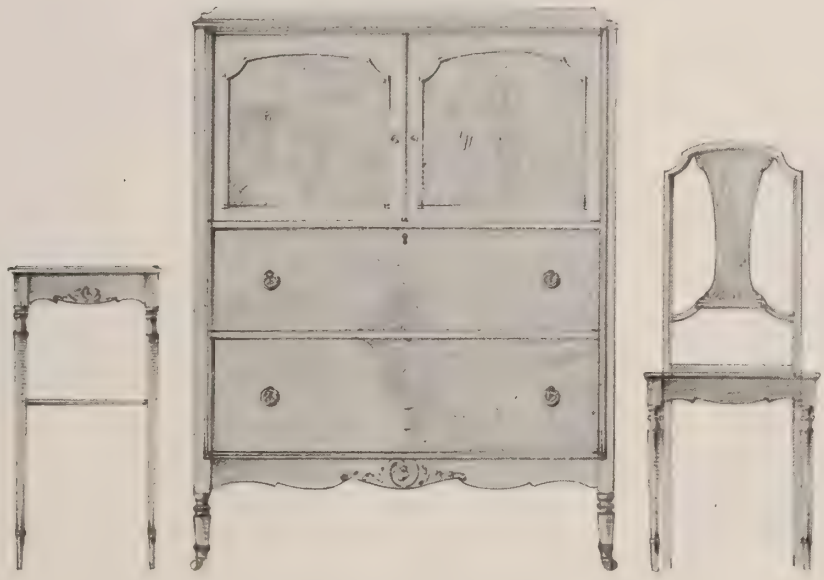


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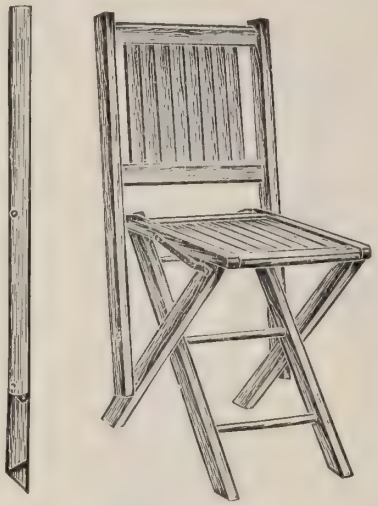
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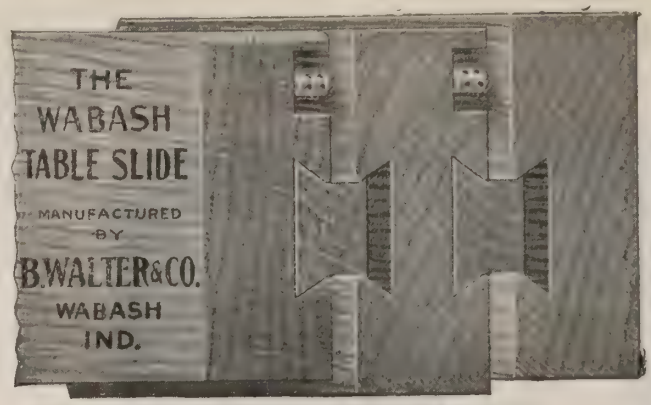
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Waterloo, Ont.

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YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

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If properly displayed very little sales effort is needed, and customers are always satisfied.
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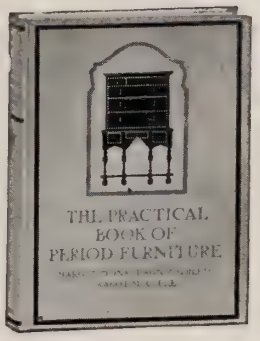
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CHAIRS
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Trade Building Policy

It is our policy to consistently maintain the utmost in quality with moderation in price, and dealers appreciate how much this means to them.

Those who wish to give their stock that air of individuality always display Art Furniture.

It is most attractive, profitable and saleable.

Write us for particulars.



Art Furniture Co., Limited

Kitchener - Ontario

The Gendron Manufacturing Co., Limited

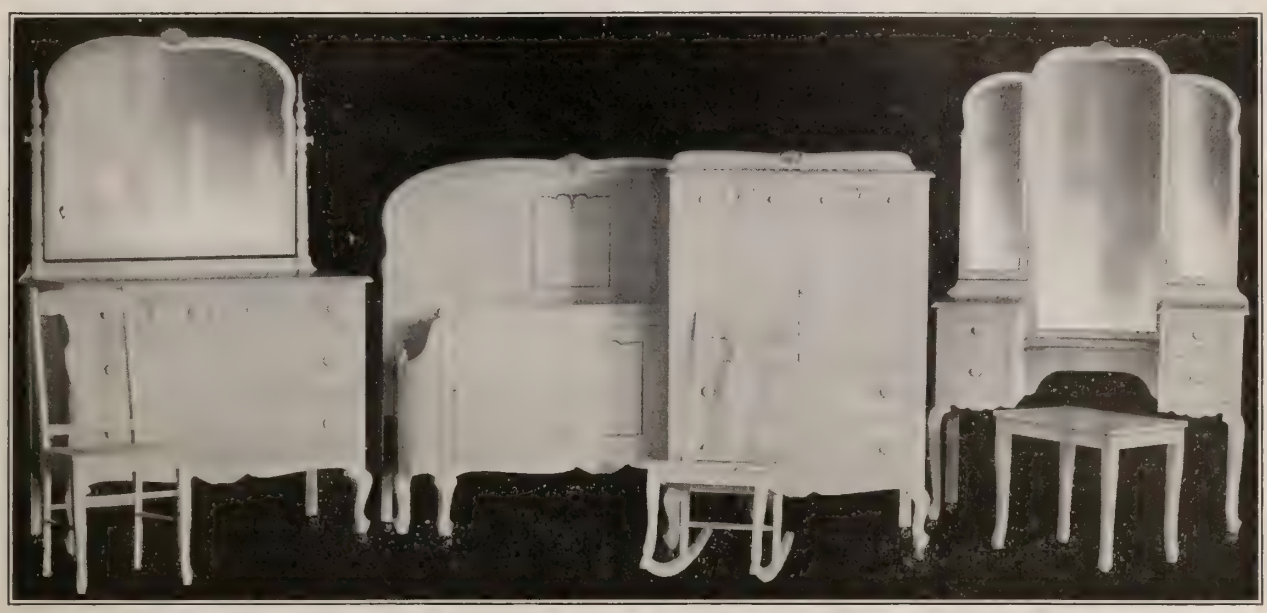
Manufacturers of

Children's Vehicles, Reed Furniture, Sleds and Sleighs.



Our travellers are now on the road with a new line of carriages and carriers for the coming season. See them before buying.

The Gendron Mfg. Co., Limited, Toronto



No. 485E—BEDROOM SUITE (Queen Anne)
Birch. White or Ivory finish. Plain British plate mirrors. Cast brass trimmings.

BEDROOM FURNITURE

That Really Satisfies

Every dealer knows that his customers do not buy furniture on appearance only. That is why Knechtel furniture is always a good friend of the dealer; it sells on appearance it is true, plus the exquisite workmanship and well chosen materials of quality.

We can supply dealers with suites in many period designs, which sell readily and at a profit. This is exactly what every dealer wants at the present time.

Make your profit and reputation through reliable quality.

THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO



The great popularity which upholstered furniture has attained points a ready market for a line that comes within the reach of the average purchaser.

The high quality of the materials used and the splendid workmanship throughout combine with taste in design to make a ready seller that is appreciated as much by the dealer as by his customers.

H. W. GLADY UPHOLSTERING COMPANY

Corner Union & Herbert Streets. Phone 400
WATERLOO :: ONTARIO



Wheel Bassinets
Drop Side Cribs in Wood
Baby Walkers
Cradles

Reed High Chairs
Reed Rockers
Commode Chairs
Play Yards

We are now getting out a new catalogue

Agents for
C. H. Hartshorn

Baby Carriages
Strollers
Sulkies

Gem Crib & Cradle Company
OF CANADA
Kitchener, Ont.

STORK LEAVES DOLL CARRIAGES AT LLOYD'S



Exact Duplicate of Lloyd Baby Carriages

The remarkable Lloyd inventions, which have enabled Lloyd Loom Woven Baby Carriages to be made so much better and at such low prices, have now been turned to making Doll Carriages. They are the exact duplicates of Lloyd s Baby Carriages. This means that they are handsome, practical, strong and real value for the money.

The prominent position of the name LLOYD in the wicker world as result of wide advertising means an instant demand for Lloyd Doll Carriages. REMEMBER, they're exactly like the Baby Caraiages.

The Lloyd Manufacturing Co., Orillia, Ontario



Mattresses

With a Selling Appeal

We have just completed arrangements whereby in September we will offer to the trade positively the best selling line of ticking that has ever been introduced to the Canadian consumer. These tickings will be used in our popular priced lines of kapok and felt. Sample orders will put new life into your bedding department. A large number of orders have already been booked.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

A Desire to Buy

Upholstered furniture seldom fails to create a desire to buy on the part of your customers, so if the quality and price are right the hardest part of the sale is over.
We make it our business to see that Specialty Furniture is always of high quality and is priced right, and also that it is profitable for the dealer to handle.

SPECIALTY UPHOLSTERING COMPANY
WATERLOO :-: ONTARIO



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.
Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada

STORE MANAGEMENT COMPLETE

272 Pages **ONE DOLLAR FIFTEEN** 13 Chapters

Tells all about the management of a store, so that not only the greatest sales but the largest profit may be realized.— *By Frank Farrington*

THE COMMERCIAL PRESS, Limited
51 Wellington St. West, Toronto, Ontario

GOLD MEDAL LINE

CHESTERFIELD SUITES

Of Quality





One of several new artistic designs just completed and ready to ship. Web Bottom, Spring Edge, Seat and Spring Cushions.

Suite No. 826

Mahogany Panels and Feet

Write us for samples of Coverings. We carry a fine range of imported Tapestries and Velours.

Upholsterers' Supplies

A complete stock of Upholsterers requisites always ready for prompt shipment. We furnish Samples of Coverings free and quote special prices for Tapestries, Etc., in pieces or in cut lengths. Write us to-day.

The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE WINNIPEG

THE GOLD MEDAL BEDDING CO., LIMITED, MONTREAL



Shaft No. 602. Shade No. 8-0-24"

Baetz Bros. Specialty Co., Limited
Kitchener, Ontario

Makers of

Portable Electric Lamps
Silk and Parchment Shades

ASSOCIATED WITH

Baetz Bros., Furniture Co., Limited
Living Room Furniture

Anthes-Baetz Furniture Co., Limited
Chamber and Dining Room Furniture

Furniture World Want Ads

Bring Good Returns

If you have something for sale try a small advertisement in our FOR SALE---WANT Column. You will be pleased with returns.

2 Cents Per Word Per Insertion---Minimum 50 Cents.

The Furniture World Reaches Practically Every Furniture Store in Canada.

The Canadian

Furniture World

51 Wellington St., West
TORONTO

An Effective Dining-room Treatment



THE above photo shows the dining-room in the home of one of Montreal's merchant princes. It is simply, though richly, furnished, and shows what can be done when taste is brought to bear on home treatment. Illustration courtesy of Daly & Morin, Ltd., Montreal, whose colored madras curtains are shown.

MAIL ORDER ADVERTISING AND STRIKING DISPLAYS BUILDING UP WINDSOR BUSINESS

Wm. Balmain selling high grade furniture uses high grade methods—Live-wire dealer in live store

By our Travelling Correspondent

ONE of the live wires in the furniture world in Western Ontario is Wm. Balmain of Windsor. His store, too, is a modern, up-to-date business establishment, where sales methods and business-getting methods are conducted along the most advanced lines.

The present store is new, being constructed this year especially for Mr. Balmain's business, the old store having to be vacated because of building operations in the city.



The Balmain furniture store is located at 36 Goyian street, in a rapidly-growing section of Windsor, and so far as the furniture trade is concerned, the store is known to all residents of his quarter of the city.

But, besides catering to home and community needs, Mr. Balmain is reaching out for a large out-of-the-city trade, to get which he is working out a system of direct mail advertising that will place his store's message in the hands of every home owner who comes into Windsor to do his ordinary buying.

The local papers have been used to carry the message to the citizens of Windsor, but Mr. Balmain has not been too well impressed with the results obtained. This has made him push stronger for mail order business.

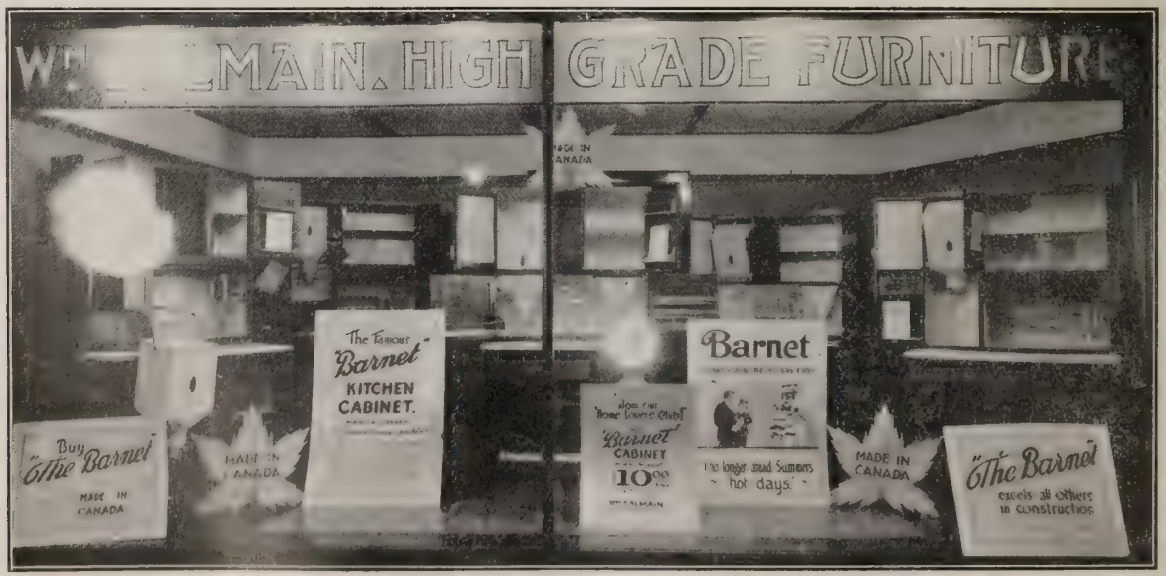
His objections to newspaper publicity are that the larger stores were able to afford larger space, and competition in space by all furniture stores of Windsor somewhat detracted from the value of his space. So now he is going after the consumer in his own way.

Puts Out a Class Magazine

The principal means Mr. Balmain uses to propagate his store's story is through the circulation of the "Home Furnisher," a well-printed and well-illustrated 8-page monthly devoted to better home-making. This monthly contains a number of articles on artistic home treatment, seasonable lines and hints of interest to the housewife—a paper well worth her while saving.

This monthly costs Mr. Balmain $25 a month for 500 copies: and these he distributes in a different section and direction from month to month. His name and address appear as publisher on the front and his store's advertisement appears on the back.

In speaking of its worth Mr. Balmain says the magazine is a business-getter and has



Above—Ornate front of Wm. Balmain's store at Windsor. Below—Striking window display



Prize winning window put in by Gimbel Brothers, Milwaukee, Wis., in the Continent-wide contest conducted by the Lloyd. Mfg. Co.

WINDOW DISPLAYS SHOULD FORGE LINK WHICH PRODUCES ACTION

By Gordon Schonfarber at Atlanta Advertising Convention

THE principles of window display work are very similar to those of advertising, for window displays and advertising must perform the same function.

The same type of mind, the same vision, are necessary in the fundamental planning of a display as in planning an advertisement or store event. The means employed in planning a display are different, but the successive psychological steps which every salesman, whether in print or in person, learns in the very primary grade of selling technique is the same—the same as your advertiser uses daily as his tools. A display, like a salesman and like a printed advertisement, to get results must proceed somewhat along the sequence of first, getting attention, then arousing interest, developing interest into desire, and intensifying desire to the point where action results.

The same keen appreciation of news-value and timeliness and appraisal of the worth of a "stunt," the same clarity of expression, the same knowledge of the principles of art, the same recognition of the value of neatness and order with contrast to secure emphasis and relieve monotony, are as necessary in the man who controls the display policy of a store as in the man who produces and regulates its advertising columns and expands or contracts the appropriations for any given line of goods.

The merchandising sense and sound business principles of the display planner must be wisely tempered with that outside or "consumer view point" which is one of the advertising man's most precious assets not often possessed by other than advertising men. For if a person with only the merchandise viewpoint is in the saddle, a store's displays are too likely to continuously show the things the store wants to sell, instead of the things the shopping community wants to buy.

And when we add to these points the unique fact that the display often is merely an extension of an influence in the consumer's mind begun by a printed advertisement, we forget, it seems to me, just as the display itself often forgets, the connecting link in the chain of conclusive evidence which produces *Action.*

SELLING TO WINDOW SHOPPERS.

Not all sales are made after the customers enter the store. Often the desire to possess the article and sometimes the decision to purchase are formed when persons are "window shopping." In practically every town—be it large or small—many persons spend a portion of their lunch period in strolling about through the business section. Why not make up a map of an interesting portion of your town—say a course covering a mile or so—with your store as the principal point of interest? You could have a cut made from this and cards printed. These cards you could distribute or send out through the mail. This map is made graphic by means of lines showing the route or streets to be travelled and arrows indicating the directions to be taken. The principal points to look at are designated on the diagram, and, of course, your store is featured as the most attractive of these. This map should be entitled, "The Route for a Good Noon Walk." Because of its novelty it is very likely to be preserved.

Buy a piece of furniture—and buy it now.

GLOOM DISPENSERS IN RETAIL BUSINESS

Is business as bad as we make out?—Are you the average grouch who believes all you hear, or are you sure busiuess is as bad as everyone says?

By W. A. Schafer

IN the past nine weeks the writer has called on nearly fifty per cent. of the business men in Western Ontario, and to the question "How's business?" over ninety-five per cent. of them say "it's rotten" or some other equal term of expression.

On further inquiry I found that about sixty percent of the cases that reported that "business was rotten" that it was a blunder. Why is it?

Have the present day business men got to a point where they believe what everyone has to say; or do they look for themselves?

Candidly, we are geting to be a bunch of "Gloom Dispensers" taking for granted the fact that labor is unsettled in the cities, and in the country districts that the farmer is not receiving the high prices he was for his products.

That fact has not stopped money from circnlating. True, there may not be so much of it, but there is enough for all of us if we go after it.

More than sixty per cent of this trouble is caused through the press preaching hard times, money tight, etc, and so getting the whole bunch of us into being "Gloom Dispensers" just from force of habit and from having it pounded into us.

But let Mr. Merchant take his cash book; get his turn over for the first six months of the year. It will surely surprise him. Let him take a period of six years at least and he will be surprosed to find in the greater number of cases that he is above the average.

Now take those past six years. In 1916 half our man power was in service; the government was preaching SAVE and floating Victory loans. We had tag days, Red Cross drives, and many other worthy calls on us for money. Without a doubt we received ample benefit for what we gave and donated and loaned; yet that drain on our finances was surly felt. Times were good or we could not have stood it. But we simply got the feeling that we were living beyond our means, and without a doubt the majority of us were. So on it went for a couple of years. Then the day of reckoning came and we took stock of things. We had an income tax to figure out, and after we had pondered over those sheets and in fact we destroyed a few because we were certain we had made a mistake somewhere, we found out we really had a big profit.

We consulted our bank balance and found it was'nt there. We took stock; we even went so far as to suspect our help, and other possible leaks; and finally had to wipe the slate and console ourselves with the fact that we were overdoing things, and had to conserve and cut down expenses.

Now Mr. Business Man, this truth still sticks to us. You have certainly pondered over this question, what about the wage earner? He has had the same thing to do and you without a doubt have impressed on him to get the saving habit (which we all know is not an easy thing to get), by possibly getting him to subscribe to a Government loan. At the end of the year he has found he has saved so much it surprised him; and he hit an average to increase this saving the following year. Now Mr. Merchant, you helped to get him started how are you going to make him spend his savings? That is the question. The average person has more money saved or invested at the present time than ever before.

Are we going to sit back and say "Business is rotten" and be the usual gloom dispenser or are we going to smile, take off our coats and get busy?

Again the question arises get busy doing nothing! Well, it's summer yet; the flies are bad; those windows coud stand washing every second day. Any way, if you do that its exercise and it stops us from thinking things are rotten; and, by the way, it gives us a good chance to arrange a window display, and it looks busy.

Believe me if half you gloom dispensers would look busy it would help. Somebody would see you hustling and pass the remark on to some one else,-"Mr.So and So is busy these days" and you would soon get things looking busy in your town.

I ran into a man the other day. He was in a very conservative line, and as I walked into his establishment he appeared so busy I said I'd drop in later. I called on that man seven times in the day. I finally got hold of him and he said business was "rotten" when he knew who I was, but he was no "Gloom dispenser". He may have been kidding his local people into believing he was busy, but he got away with it. Why that man showed me his cash book and it didn't have anything to show it was "rotten". But every one didn't know it. Why, around half-past two every day, he goes down the street with his bank book in his hand and oftimes a few pieces of bank paper so as to fool his brother merchants. He dosen't let on and that community ought to give him a leather medal or something. But to get back to our subject-Things are not half as bad as they might have been are they? The only trouble we are in is that we are following a few of the most prosperous years we ever had. Things are back to normal and we stand and kick.

Why not try to develop our merchandising methods? True business is what we make it.

Believe me, Mr. Merchant, someone in your town is going to wake up and start the ball going; why not you? Spend some more time on your windows; they can stand it every day, and it helps display goods; keeps us busy, and draws attention. By no means overdo it. Get out handbills; try a different method in your newspaper advertising; work suggestion sales more; take a chance. If vou are a retail man go out and call on your trade. In these days people use telephones. They don't see you so often. Go out and meet them half way. You will find it pays.

Make that delivery boy a salesman, not an order taker. Boost for more business; don't be a price-cutter, because you will only be working for a living, not for a profit, and if you can get business by price-cutting you can surely get it on a sound business policy.

The Circassian walnut wood of commerce comes from near the Black Sea, where the trees grow under very unfavorable conditions, their struggle for life producing the weird, twisted, streaked wood which was once so popular as a cabinet wood.

ADVERTISING IS NEWS--IT TEACHES VALUES

By Frank A. Black at Associated Advertising Clubs Convention at Atlanta, Ga

ADVERTISING is news. Through advertisements we learn how we can get the most value for the money we spend, and since advertising is news, the tendency of advertisers in the future will be to treat it as such. I believe advertisers should get further and further away from screaming head-lines and large type, and depend upon ability to write and ability to supply the goods the people want, to get attention.

During discussions of advertising at this convention of the Associated Advertising Clubs of the World, it has developed that a great many women read newspapers quite as much to keep in touch with store advertisments as for any other purpose. Interesting store advertisments are circulation-getters for newspapers, it has been shown.

Sometime retail advertising will elevate itself in interest and in value to the reader, so that it can be printed exactly as the news pages of a newspaper are printed and will be read with the same attention. We are tending in that direction.

This does not mean that everybody will read every item of every advertisement, because we do not read every item of news in a newspaper, but it does mean that a great deal less attention will be given to the display of store advertiseements and to devices for getting attention, and much more attention will be paid to the matter in the advertisement.

In other words, retail advertising will be treated like news, which it is-news about the subject which occupies so much of the time and attention of all of us, namely, how to spend our money to the best advantage. Retail advertising will then be something which helps men and women to buy, rather than helping stores to sell. My feeling is that the result will be that certain stores will sell more, while some others will probably sell less.

When advertising is handled in that manner, the advertising manager will consider each item in relation to its news value, editing the advertisement much as the editor of a newspaper judges news. With type no larger than 8 point (the size in which news matter is usually set) and with all the present competition in the matter of display eliminated, the advertisement that gets the most attention will be the one which is written with the greatest skill. The subject of price will be subordinated to its proper position, secondary to quality. Illustrations will improve from an artistic point of view, and will really illustrate. Headlines will have to say something, because space will be limited. Exaggerations will be recognized for the poor and extravagant advertising that they are.

I do not believe that there will be any trouble in getting men and women to read advertisements when they realize that the advertisement is published as a guide to help them be more comfortable, healthier, better looking, happier, to reduce the labor of housework and otherwise to add to their freedom and prosperity. There will be much satisfaction in being a member of the advertising profession when advertising is used in such a manner.

The time will come when there will be no need for vigilance committees of advertising clubs to see that all advertisements are truthful, because business men will recognize that untruth is a waste in the long run. The economic value of truth in business will be taught in the schools.

ADVERTISING THEIR TRADEMARKS

The Gold Medal Furniture Co. and the Gold Medal Bedding Co. of Toronto, Uxbridge and Winnipeg, have linked up a campaign to give publicity to their trademarks which are stamped on their furniture, phonograph, bed spring and mattress productions, This campaign is being pushed in all the big dailie's ofToronto, Montreal, Halifax, Hamilton, Ottawa and other cities, and is reaching 2,000,000 Canadians.

For thirty years the Gold Medal name has been a guide to full value in the purchase of the finer grades of home furnishings—,and it has been the public mark of a guild of skilled craftsmen whose effort is to painstakingly produce such a quality as time cannot mar-nor fashion change.

To-day a number of large factories are necessary to meet the demand for Gold Medal products. Each factory and department is an efficient specialized unit devoted to its own part of the Gold Medal line.

Buying raw materials in large quantities and selling their productions through a central organization, has kept the price down to a minimum. Customers can go to their furniture dealer, and buy Gold Medal products knowing they



Example of newspaper publicity being done by the Gold Medal Furniture Co. to familiarize public with their trade marks.

are getting great value., that nothing has been done to cheapen the line., that no piece of furniture has been thrown together for a bargain sale.

The Gold Medal organization has built up its reputation, and has expanded by guaranteeing every article it manufactures, and the trade mark appaering on the article will let buyers know that if they buy a divanette, it will be mechanically perfect---that if you buy a phonograph, it will be a musical marvel---that if you buy a Gold Medal mattress, it is pure and safe.

KITCHENER-WATERLOO JULY EXHIBITION

Splendid new furniture shown at Waterloo County factories—Three firms outdo themselves—Anthes-Baetz, Malcolm & Hill, Snyder Bros. show how Canadian furniture industry is advancing

THE mid-summer furniture exhibition held in Kitchener-Waterloo last month was well worth attending. That the attendance was not larger is to be regretted. The weather was hot, very hot; that accounted for some of those who intended visiting the market staying away. But those who did come out despite all difficulties saw some things well worth while.

There were a number of new pieces and suites shown by most of the factories, and really elaborate displays were put on at the Anthes-Baetz, Malcolm & Hill and Snyder Upholstering companies.

Four Factory Displays at Auditorium

Four of the local factories put on shows at the permanent exhibition hall on Queen St.—Art, Hachborn and the two Lippert Companies.

Besides the period bedroom suites so noticeable at the January exhibition, the Art Furniture Co. displayed a new Queen Anne bedroom suite built along simple lines with very neat ornamentations. The company is bringing along some new dining suites and a chesterfield table. These were hardly ready for the first week of the exhibition, but the designs showed very striking lines. Some of the newest Art, Queen Anne and Louis bedroom suites were also shown at Krug's.

The Lippert Furniture Co. put to the front their newest diningroom suites, prominent among them being a Queen Anne period suite in oak and in walnut. An Italian Renaissance suite in walnut was particularly beautiful, though much too rich for any but the most exclusive dealers. A Stuart suite was the very newest of the period stuff shown. Altogether the company showed four new dining suites and several new livingroom upholstered suites on period lines.

The Lippert Table Co. made a very pretty grouping of their varied lines. Two or three new period dining tables were noted, and quite a number of new pieces in the novelty line. These ran principally to flower-boxes, smokers' stands and table ornaments.

The George Hachborn display ran pretty much to the lines shown last January, many samples being displayed of their upholstered livingroom and club furniture, upholstered suites, couches, davenports, chesterfields and folding beds.

King Street Stores' Exhibits

In the Kitchener Furniture Co's store on King St. two manufacturers made exhibits of their goods—Reitzel Bros. Ltd., and the Schierholtz Furniture Co.

The former concern displayed several of their newest diningroom suites in period designes. One of these in Italian lines, shown in the white, was used as a window display. It was very fine. Mr. Reitzel says it is finished in both oak and walnut. A Hepplewhite design in antique finish was also a feature.

The Schierholtz display confined itself to two divanettes, as showing the mechanical construction and the latest upholstery coverings.

Wunder and Crown Companies Show Their Lines

In the permanent showrooms of the Wunder Furniture Co. on King Street that factory displayed in addition to their standard lines several of their newest creations. Among these was a new Queen Anne livingroom suite, upholstered in blue mohair. Cane ends and loose cushions featured this suite, and cane is also being used extensively on all the newer livingroom suites coming through the factory. Walnut and oak predominate in the newer suites.

In hall furniture it was noted the consol tables are somewhat larger than last season, though the Wunder Co. are making these tables in any special size or finish for their trade. The hanging wall mirrors were shown more extensively than in January and the designs were more varied.

In the same building the Crown Furniture Co. of Preston made exhibits of their bedroom suites, and in addition prominently displayed their office furniture, a new line which this company is making this year. These include desks, tables, costumiers, letter cabinets, letter trays, files, etc., in all woods and finishes.

Jacques Concentrating in Their Lines

The Jacques Furniture Co. restricted their exhibit as compared with January last, and have decreased their lines, allowing them thus to concentrate on their standard lines.

Among the bedroom furniture shown were two suites, one a Queen Anne, the other an Old English; the former in walnut and the latter in mahogany. A striking feature was an Antique Italian suite in duo-tone effect, walnut finish. This style is said to be very popular in the United States at the present time. A Heplewhite suite was also a fine exhibit.

Beautiful Carved Furniture at Krugs

Makers of a big line of Jacobean furniture the H. Krug Co. showed in their factory showroom a splendid array of this and other highly carved furniture pieces. The new furniture shown this summer ran to Italian lines in library and dining tables, and new hall suites and individual pieces. Most of the exhibits were almost wholly hand-carved and were ornate and beautiful.

Cane seats and backs, so popular with the Jacobean furniture, retains its hold on many of the newer pieces, and the Italian period showed the chairs in both cane and veloured seats and backs. The livingroom furniture likewise showed cane and upholstered seats.

Anthes-Baetz Make Splendid Exhibit

One of the most beautiful displays of the whole exhibition was that made by the Anthes-Baetz furniture companies in the showroom of the Anthes factory, where the three concerns made their displays. The whole floor was a picture entirely different from any setting the company ever made, and those responsible for the display dserve commendation for the arrangement.

The bedroom furniture was artistically laid out in suites along one side of the exhibition hall. These exhibits were made up of various woods—walnut, mahogany and enamel predominating—in period designs. On the opposite side

of the hall were the diningroom suites, in various woods, finishes and period lines.

In the centre was the livingroom furniture. This section comprised upholstered and all-wood frames, fancy pieces for the library, clocks, book cabinets, floor and table lamps, hall mirrors, dining wagons, chesterfield tables, etc. Spanish lines predominated in this section.

A very striking feature of the display was the No. 601 bedroom suite of American walnut. The drawers of the pieces in this suite were of solid mahogany construction, and altogether numbered nine pieces—bed, toilet table, desk, dresser, chiffrobe, night stand, dressing bench, chair and rocker. The polychrome decorations on this and some of the newer suites were favorably commented upon.

The wall hangings about the hall and the hundreds of colors in these with the colored lights from chandelier and floor lamps added much to the prettiness of the display.

At the Malcolm & Hill Factory

Malcolm & Hill made a real exhibition hall of their showrooms. The lobby was filled with flowers and potted plants, and off this was a bedroom showing a complete suite of two-tone buff enamel.

Beyond this were a series of rooms with bed suites—a walnut suite with twin beds, Queen Anne period; a French-grey suite with gold-tinted ornamentations of Louis design, with hanging wall mirror. A brick-mahogany suite was quieter and looked through its plainness very rich.

There was one beautiful suite of ivory enamel, with hand-decorated, light-colored floral effects as ornamentations. The bed was an old-fashioned four-poster. Nine pieces were in the suite. The vanity table was equipped with a long mirror. Another much-admired suite was in mahogany with twin beds and Windsor chair.

All the beds were fitted with mattresses, bedspreads, comforters, pillows, etc., adding to the showing of the suites; and all the rooms were enhanced through the use of electric floor and table lamps.

In the large showroom were other bedroom suites in mahogany and walnut, duo-tone enamel.

The Armstrong Line

The high-grade upholstered furniture made by W. J. Armstrong of Guelph was also shown in the Malcolm & Hill showrooms. Among the new lines shown being a new livingroom suite on Colonial lines. The three pieces were covered in blue silk brocade and had loose cushions. An Old English suite was covered in blue mohair. The chesterfield had a narrow arm-rest, giving extra seating accommodation. A long footstool, also upholstered, accompanied the suite, which also included two easy chairs.

Several other new suites were part of this exhibit, the upholstery being in various colorings and coverings. The whole Armstrong exhibit was tastefully arranged, the various suites being set out on rugs which matched the furniture and set off the lines of the suites to the best advantage.

John C. Mundell Co. of Elora, made their display in the Malcolm & Hill factory. They featured a new livingroom suite in knockdown style—table, book rack, jardinier stand, large and small rocker and chair, which can be packed weighing only 160 pounds.

In livingroom furniture the new suites showed cane seats and backs in chairs and chesterfield; and some of the newer coverings had polychrome-colored coverings. A new hand-crushed leather in various colors is also used.

In new Chesterfield suites more show-wood frames are seen with hand carvings.

At the Waterloo Factories

The most outstanding display in Waterloo was that made by Snyder Bros. Upholstering Co. in their own factory showrooms. The company made a splendid showing of their latest productions in upholstered furniture for the livingroom and every other room in the house.

Booths around the exhibition hall contained varied livingroom suites, and down the centre were groups of individual pieces and some additional suites. Colored lights dropped from the ceiling and electric floor lamps added to the appearance of the display.

Among the new novelty pieces shown were telephone sets, chesterfild suites, smoking sets, lamp stands, book stands, drop-leaf tables, etc. And in the coverings, besides the many ne wtapestry colorings were a number of mohairs.

A chaise lounge with down cushions and upholstered in a taupe-colored embossed velour was a much-admired piece; and a Louis small corner chair, with fluted and carved arms and legs, was another attractive show piece.

Some of the newer period furniture was along Queen Anne lines, and several individual chairs ran to Old English styles.

Other Waterloo Furniture Displays

E. O. Weber, Limited, showed at their Waterloo factory their latest productions, and the Waterloo Mattress Co. showed their "Quality" mattresses and other products at their factory.

ECHOES FROM THE KITCHENER PICNICS

DURING the Furniture Exhibition at Kitchener a couple of picnics were held—one on Mr. Weber's farm, the other at Waterloo Park. Here are some notes picked up and sent us by the sparrows which make Kitchener—Waterloo their headquarters.

Jack McLaughlin as a female impersonater literally took the cake—he snitched it when the rest of the boys weren't looking.

Mac. also operated the airship at ten cents a shot from the stables to the pig pen.

Lou Phippen as an orchestra leader was worth seeing. But as a community singing director Bill Winterhalt had everybody backed off the farm.

Charlie Haskett got back to Lucan as fast as possible. He won't be down to Toronto this fall. Kitchener was enough for him.

In the baseball events the dealers beat the manufacturers 2 to 1: and a second dealer team beat the travellers 3 to 2. The saw-off was a tie. Doc Koeppel and J. Powell umpired the first two and Bert Menzie the third game. Bert, it is said, was influenced and was afraid. He had customers on both sides. The decisions of Doc Koeppel were unique in baseballdom.

Doc Clements won his bet with E. O., but was it fair for Weber to wear pyjamas?

Joe Parson's singing and dancing were the talk of the town. Atta boy Joe.

That new gambling game of Jim Dore's seemed to be

popular with the ladies. Jim says he learned it at the Y.M.C.A. One of the girls lost a powder puff.

George Somers was a punk captain. He insisted on putting his opponents who hit the ball too often out of the game. George says catching on the third bounce is out.

The speech by Fischman after the banquet was a marvel of oratory. The spring maker says he don't know what he said.

Edgar Roberts has been learning a new game. It has a foreign sound—something about "bank." Edgar doesn't understand foreign lingo, but he heard and understood the English phrase "you lose."

The "Bills" were out in force—Bill White came up from the farm for the day; Bill Beney had a bad eye from seeing things; Bill Davison came down from Lucknow to see the fun; and Bill Winterholt came in his new tennis trousers.

Who was the dealer so anxious to catch the train that every person was in a stew? When he saw the cider kegs he forgot about the train.

Eddie Good and Joe Shantz left early to attend the Camp meeting service.

George Wilkinson brought along a new shirt. 'Member the last time George did some stunt.

That distinguished gentleman—why that's Thomas Corson Biggar.

Martin Anthes says Kitchener may be all right—but Montreal for mine.

Charlie Ott and Clark Washburn were decidedly quiet for such affable gentlemen.

Andy Edwards came in late as usual.

THE WATERLOO PARK PICNIC

THE evening after the West Mount Farm picnic the furniture fraternity of Kitchener-Waterloo journeyed to the Waterloo Park, where after supper a group photo was taken.

A baseball game followed, but the score was neglected when the ball was lost, the crowd going down to the Park Lake to see Tom Biggar and Harold Thomas undertake a challenge swim. Harold beat Tom, but the latter was handicapped in the water by several ladies appealing to Tom to teach them to swim.

A dance given by the Daughters of the Empire was the big attraction of the evening, all the furniture travellers showing more skill at this than in selling furniture.

Presentation to J. P. Scully

Before the evening's festivities were brought to a close J. H. Kennedy of Malcolm & Hill, Ltd., on behalf of the Waterloo County Furniture Manufacturers' Assn. and their travellers presented their capable and energetic secretary, J. P. Scully, with a cabinet of silver and Mrs. Scully with a boquet of roses. "Pat" responded his appreciation on his own and his wife's behalf. He was surprised; and he would continue as in the past to work as enthusiastically in the future.

HOME OUTFITTERS GROW WITH DISTRICT

A furniture firm that is growing, and growing rapidly at that, is the Acker Furniture Co., whose "complete home outfitting store" is at 236 Danforth Ave. Toronto.

This furniture business was started in 1915 by I. Acker at Port Arthur and Fort William, Ont., but Mr. Acker and his partner S. Heller sold out the following year to Wrights, Ltd., of Fort William, and came to Toronto, opening in the new Danforth section, which at that time was not the well-built up district it is today.

So successful has the new firm been that they are erecting a new store at Arundel and Danforth Avenues, right next door to their present location to take care of their growing business.

This new store is thirty by ninty-five feet and three stories high. This added to the present premises will give a frontage of eighty feet to the combined stores. It is expected that the new store will be completed in August.

The Acker Furniture Co. also have opened a branch store at 2455 Yonge St, North Toronto, where they are preparing for a similar growth in that section.



Everything Must Be Sold --

We are offering everything at our Building Sale. It must all be sold by the time our new building is ready, as our new stock will arrive then. This week all the Summer Furniture must go.

50 Sea Grass Chairs and Rockers, all sizes, reg. up to $20.00, Building Sale $9.95
25 Hammocks, large sizes, well made, reg. $4.75, Building Sale Special $2.98

ALL OTHERS AT REDUCED PRICES

Verandah Chairs, made with double cane seats, natural and green colors, reduced to ..... $2.98 up
6 Hammock Couches, complete with stand and canopy, made of heavy khaki duck, without raised head, reg. $35.00 complete, Building Sale $23.50
Hammock Couches only ..... from $13.95 up



FIBRE GRASS RUGS

Suitable for Verandah, Porch, Bedroom or Summer Home. Sizes:

3 x 6, Reg. $3.00. Building Sale $1.98
4½ x 7, Reg. $4.00. Building Sale 2.90
6 x 9, Reg. $7.00. Building Sale 4.90
6 x 10½, Reg. $8.00. Building Sale 5.50
9 x 10, Reg. $10.00. Building Sale 6.75

Acker Furniture Co.

236 - 38 DANFORTH AVE., COR. ARUNDEL AVE.
WATCH FOR BIG BUILDING SIGN
PHONE GERR. 2447
BRANCH STORE 2455 YONGE ST.
PHONE BEL. 3211

Example of newspaper advertising done by the Acker Company, and a view of their building. The new addition is being built next door.

BETTER HOMES SELL BETTER FURNITURE

Canadian Home Furnishings Bureau campaign has served as model for U. S. campaign—How Toronto department store induced sales of more and better furniture

WE are making progress. The example set by the Home Furnishing Bureau to interest the Canadian furniture trade in selling more and better furniture has had its effect in a similar organization in the United States, where, for the next three years, three million dollars will be spent in publicity work among the citizens of that country in telling them why and how they should and could have better furnished homes.

One of the Toronto department stores is helping on the movement started last fall by the Home Furnishings Bureau, for its own benefit of course, by opening a "home help" department. Miss Eleanor M. Shepherd, M.A., a graduate of Toronto University, is the clever young woman in charge. Her chief charge is a department of interior decorating. As an auxiliary to the house-furnishing department it is proving a happy venture, and the example is being widely followed.

Miss Shepherd upon her graduation, decided to specialize along certain lines where her gifts would find fullest expression and to this end became a student at the New York School of Fine and Applied Art. After her course at this institution she returned to Toronto and was invited to become head of the department already referred to.

Under her are some five or six girls, most of whom had prepared for this work either at the College of Art or the Technical School, Art Department. From the very start the young staff has been busy helping both urban and out-of-town customers furnish their homes tastefully, advising, giving estimiates, drawing up plans, and in some cases overseeing the actual work. There are a goodly number of homes throughout Ontario, and even farther afield, that owe their interior attractiveness to the art of Miss Shepherd and her staff.

Some people have no premeditated ideas whatever when they come to furnish a house. They dress it with a hodge-podge of furniture and fabrics, and even where individual rooms may occasionally look fairly well there is lacking that sense of an harmonious whole which comes only when the rooms are treated in relation to each other.

Some women and many men think that they know the major principles of house-furnishing when they choose a wall-paper which strikes their fancy and decorate one room anew each year. Left to individual taste the results at the end of a few years are either amusing or deplorable or both. When employing an interior decorator the most satisfactory plan for all concerned is to commission her to "do" the whole house, or at least one entire floor at one time. There are, of course, many households which cannot afford this wholesale plan and it is to these that the advice of the interior decorator will prove invaluable. If consulted at the right time she may save the householder not only disastrous or perhaps merely futile results, but dollars as well.

Rooms with a northern exposure always require yellows, golden-browns, and the allied tones. This has become a sort of truism; but it perhaps not so well known that rose rooms—for which there has been a great vogue—call for the introduction of a hint of grey or some other softening shade. The unrelieved rose is garish and hard on the nerves, dainty though it is supposed to be. Apartments looking southward need no such artificial aids to warmth as bright colors, but should be done in cool blues, greens, and the neutral shades.

This department has been of great assistance to the furniture department. It has made possible an enlarged inquiry for a better class of furniture and it has increased the sales.



Diningroom of Bigwin Inn, Lake of Bays. This hotel was furnished on the plan suggested by one of the larger furniture stores. It tells the story of what dealers can do by suggesting better homes and better furnitur.

FISHING TRIP TURNS INTO A BEAR HUNT

On June 30 there gathered together in Ottawa a number of congenial souls for the purpose of a fishing expedition up on the Matiwaski River, some twenty-five miles back of Renfrew, Ont. The large majority of these men were connected with the furniture trade. Bob Coryell planned the party, and he had with him the following: F. D. Vickers and M. C. Fuller, Renfrew Refrigerator Co.; J. A. Minchner and W. H. Pearson, Owen Sound Furniture factories; C. R. Montgomery, Adams Furniture Co.; C. A. Coryell, Sidway Merchantile Co.; Ed. Tindall, Industrial Varnish, Hamilton; W. T. Pearce, Crown Drug Stores, Toronto; J. A. Sabine, Music Supply Co., Toronto, and S. B. McMichael, Dominion Messenger & Signal Co., Toronto.

Needless to say that with a well stocked cupboard and ice box, with plenty of fish and unsurpassed natural surroundings, the outing was a huge success. An unexpected event was a bear hunt that occurred on the evening of Dominion Day. This bear hunt was such a huge success that one of the boys thought it would be worth putting into THE FURNITURE WORLD for publication.

HUNTING THE MATIWASKI BEAR

(By an Eye Witness)

All day long the sun had beaten down with pitiless intensity and without feeling for every living thing within the focus of its rays. The Matiwaski flowed on and on, however, quite oblivious and undisturbed by the burning heat. Across the river about two miles back, as nearly as the eye could estimate, the smoke of a forest fire that gave every indication of spreading settled like a mist in the valley through the very weight of the sultry atmosphere.

Since early morning on Dominion Day there had been few signs of life among the members of the fishing party at Camp Kennedy. Even a plunge into the rapidly-flowing and dancing waters of the Matiwaski did not bring the same exhilaration as was usually the case. The bass so quick to rise on ordinary occasions to the alluring spoon or fly seemed quite content to take a holiday in the cool depths of a dark and shady pool.

The country through which the Matiwaski flows can, so far as natural wildness is concerned, hardly be duplicated in Canada. Camp Kennedy, located on the site of an old logging enterprise, was nearly thirty miles from the nearest town and had as neighbors only an occasional wood chopper's family or a remnant of an almost extinct tribe of Indians.

Just the day before when Tom Chisholm, the camp cook, came yawning and half asleep down to the river bank, preparatory to getting breakfast, what did he spy across the river cooling themselves in the shallow waters of the Matiwaski but five graceful red deer, quite innocent of the nearby presence of the eight white-faced Indians making up the fishing party of Camp Kennedy. Partridge, rabbits and the wonderful birds of the Canadian woods abounded in that profusion only true of the districts far back from civilization.

But deer, rabbits and birds were not the only wild things to be met with on the Matiwaski, for it was only a few hours after the fishing party arrived that Jim Bigmoose, a young buck Indian on his way to the hunting and fishing grounds of the upper reaches of the river stopped long enough at Camp Kennedy to partake of the solid and liquid refreshments of his friends, the white-faced Indians, and incidentally recount tales of his own prowess. Jim's right arm and back were terribly clawed up through a recent and very intimate acquaintance with a bear, and when Jim informed his listeners that the encounter had taken place not more than a mile from Camp Kennedy, and, furthermore, that several bears had been seen in the vicinity, apparently feeding on berries, the members of the fishing party wre all attention. But Jim Bigmoose with his birch bark canoe and his trusty thirty-thirty went on his way and with him all remembrance of the bear stories.

Dominion Day in the big city was a record for heat, and Camp Kennedy up on the Matiwaski ran it a close second. At supper time not a leaf was stirring, which boded ill for the evening. With the other wild things on the Matiwaski, mosquitos roamed the air in platoons., regiments and whole brigades seeking that which they might devour. Like their cousins in New Jersey, only more so, the Matiwaski mosquitos were two inches long, had feathers and carried lanterns at night. It wasn't often that such juicy prey as eight perfectly healthy young men came within biting distance of the Matiwaski mosquito hoards, and when they did it wasn't often that a perfectly dead calm made a frontal attack in force possible. Hence the murmur of glee that emanated just as dusk came from the ranks of the enemy sharpening up their sabres at the edge of the woods.

Bill Pearce suggested a smudge, and turning thought into action without delay, it wasn't long before clouds of dark, choking, tear-producing smoke filled the space in front of the cook house in such density as to rival the forest fire across the river. An enthusiastic shout, that only comes from success, went up between chokes from the members of the fishing party as the air force were forced back to the woods by the gas attack engineered by Bill Pearce.

After, while a little breeze came up and clustered around the benevolent smudge, the members of Camp Kennedy fishing party regaled one another with accounts of deeds of daring and stories grave and numerous. And all the time grim night was settling down, throwing shadows of inky darkness over Camp Kennedy on the Matiwaski.

And then it was that Eddie Tindall, because of a restless soul or some other reason, wandered anon back of the bunk house, but Eddie was not gone for long and coming back as though urged by a strong incentive he announced to the smudgees that a heavy animal very much like a bear was walking around in the brush just back of the Camp.

The fishing party did not let Uncle Clarence finish the very good story he was telling, but rose as one man. Brave hearts and souls of steel had these white-faced Indians of Camp Kennedy. Not a gun was there in all the camp, which, as will be quite obvious as our tale goes on, is one reason why this story of the Matiwaski wild has been possible to put on paper.

"Let me at him," said one Indian braver than the rest. "Just show him to me," said another brandishing, not a shooting iron, but a wicked-looking stick very like an overgrown hockey club. "Let's go after him altogether," chimed several in chorus, and consequently an attacking squad, headed by the owner of the wicked-looking stick, moved cautiously off into the night in the direction of Mr. Bear. Quite as brave as any of the others was Eddie Tindall and it did one's heart good to see the fearlessness of that promising young man as he took a place in the very front rank of the bear hunters.

Possibly because of a fleeting thought that the premium on their life insurance had not been paid, possibly because they remembered that their eyesight was very poor at night, or possibly just because of a natural reticence about appearing too prominent in athlete pursuits, three perfectly stout-hearted white-faced Indians remained in the sheltering shadows of the smudge fire and within easy access of the bunkhouse door.

Meanwhile Mr. Bear, not altogether pleased with so much company, was manifesting very evident signs of a restless disposition. Standing up on his hind legs and pawing the air with his front ones, he looked as one of the attacking party afterwards remarked "as big as a house." Now and again a nasty growl fell on the ears of the attacking party and somehow made them remember that a wife and children awaited them at home. The owner of the overgrown hockey club handled it just as "Babe Ruth" does when making ready for a homer, and under his breath cussed the whole family of bears, and this bear in particular. Jack Minchner was in favor of a flanking movement but Bob Coryell thought success lay in meeting the bear face to face. Little time, however, was given for formulating plans or meditation and to the consternation of all Mr. Bear moved on his attackers in a wey that showed very quickly that the campaign was to be short and snappy.

The conservative parties in the rear were the first to seek the friendly protection of the bunkhouse where berths high up above the floor and other means were offered for a splendid defensive action. Hurried on by the lumbering motion and the noisy insistent urging of Mr. Bear, the attacking party silently, but none-the-less unanimously, agreed that hunting bears in the dusk of the evening was not exactly in their line.

Back they came as fast as stumps of trees, old logs, slippery rocks and a clothes line or two would let them. On came the bear so near to them, in fact, that many a brave-hearted chap felt the wild animal's hot breath fanning the back of his neck, and realizing that only a moment's time intervened between him and some close-in fighting with that cussed furry beast behind him.

At last they arrived, the attacking party, Eddie Tindall and the bear, as, of course, must necessarily have been the case when moving fast and headed all in the same direction. Lighting up the scene in Camp Kennedy was the lurid glare of the forest fire across the river. Down at the bottom of the hill, offering as the last line of defense, surged the dark rapidly moving waters of the Matiwaski. Forgotten were the mosquitos that had so successfully been vanquished in the beginning of evening; forgotten were the fish, the stories good and bad; forgotten were home and family and everything as all came together in desperate proximity to the bear.

And then the bear stood up, stood up to his full height, stopped still and, as one brave Indian fell over a bench and as another made a bee line for the cook house and as another threw away his wicked-looking stick—

The bear laughed—a hearty laugh that echoed and re-echoed down the valley of the Matiwaski. The bear laughed again and then threw off his big hot grey blanket for it was just Monty Fuller, the life of the camp and a bear of a fellow.



Veranda of Bigwin Inn, near Huntsville, Ont., where many of the furniture fishermen make their big catches.

AUSTRALIA'S FURNITURE TRADE

In his review of Canadian-Australian trade in 1919-20 Trade Commissioner D. H. Ross in his report to the Ottawa Government states in regard to the importation of furniture that:

"The importation of furniture into Australia has declined in recent years owing to high duties and abnormal ocean freights on bulky goods of such character having given a great impetus to goods of domestic manufacture.

In 1912 the imports were valued at £303,512, of which Canada was credited with £23,644. In order to meet competition, it would appear imperative that, as far as possible, furniture should be "knocked down" and assembled at the warehouses of importers. In normal years the imported lines included refrigerators, office equipment, desks, tables, filing cabinets, blind rollers, and goods for household requirements. Excluding articles of wicker and bamboo, the total imports of furniture into Australia, together with the principle countries of origin, are given in the appended table:—

Value of furniture imports.. ...	£29,432	£52,457	£69,627
United Kingdom..	4,812	3,835	22,433
Canada..	191	782	739
United States..	16,613	39,139	34,799
China..	403	955	2,334
Japan..	5,778	5,626	4,057
France..	104	295	1,608
Russia..	471	.....	.....
Sweden..	724	1,327	1,693

"The manufacture of furniture from excellent native woods, as well as from imported timber, has in recent years developed into an important Australian industry. In 1918 there were 517 factories, employing 7,008 operatives, which produced furniture to the value of £2,239,648."

FURNITURE MANUFACTURERS GO EAST

With the idea of promoting business, and also of meeting the dealers of the different towns and putting Stratford even more strongly on the map as a furniture centre, a party of furniture manufacturers of Stratford took a jaunt last month through the Maritime Provinces. It is expected that as a result of the trip trade with eastern firms will be greatly increased.

The furniture dealers in the following cities were visited: Montreal, Three Rivers, Sherbrooke, Quebec; in New Brunswick, Campbellton, Newcastle, Moncton, St. John, Fredericton; in Prince Edward Island, Summerside and Charlottetown; in Nova Scotia, Halifax, Amherst, Sackville, Pictou, New Glasgow, Sydney, Truro, Windsor.

The following manufacturers composed the party: H. W. Strudley of the Imperial Rattan Company; L. J. Salter of the McLagan Furniture Co.; W. J. Anderson of the Stratford Chair Company; F. W. Trebell of the Kindel Bed Company; Chas. Farquharson of the Farquharson Gifford Co.; Chas. A. Moore of the Stratford Mfg. Co.

INQUIRY FOR CHURCH FURNITURE

The Department of Trade and Commerce at Ottawa has received an inquiry (No. 3316) from a Cape Town manufacturers' agent, with a full knowledge of the church furniture trade, who is prepared to take up the representation of any Canadian firm in a position to tender on plans submitted. Catalogues and correspondence requested at once, as there is considerable prospective business in sight.

HOW WILL THEY USE THE BOOTS?

French furniture makers are among the bidders for the surplus stock of army shoes which the French Government intend putting up at auction. The furniture men intend cutting up the boots to use in their trade.

HANDSOME CATALOGUE OF CURTAIN GOODS

Daley & Morin, Ltd., Montreal, manufacturers of "Dalmor" window shades and shade cloths, novelty curtains and piece goods, have recently published their catalogue No. 6. It is a book of 116 pages filled with illustrations and descriptions of their varied lines, which include, in addition to the above articles, cretonnes, scrims, tapestries, tapestry curtains, table covers, couch covers, broken repp, armure, etc.

The shade section shows its illustrations in colors, the other photogravures being high class halftones. Quite a large section of the catalogue is devoted to drapery and upholstery, hardware, tassels and curtain rods; and prominence is given to the company's nickel-plated line of towel bars; toilet paperholders; tumbler, brush and whisk holders; ash trays, soap dishes and hat and coat hooks.

Veneer and fibre seats also have their place along with the rubber goods line, embracing mats and stair treads. The sundries lines are numerous.

Dealers who have not a copy of this catalogue should write for one. It is an artistic and useful publication.



Plant of the Dominion Oilcloth Co. at Montreal

News of the Canadian Furniture World

Delany & Pettit, Ltd., Toronto, are now making Canadian sandpaper.

E. St. Cyr's furniture store at 22 Cote St., Paul Road, Montreal, was damaged by fire recently.

The Crown Furniture Co., Preston, have added a new machine shop to their plant.

The Brockville (Ont.) Furniture Co., doing a retail business, are now making a line of chesterfields.

Adam Wallace has taken over G. L. Meston's business at Comber, Ont.

The Ideal Furniture Co., Toronto, has changed its name to the Imperial Furniture Co., and has been incorporated.

L. Vannest's furniture store at Verona, Ont., was damaged by fire recently.

Fire did $2,500 damage to the Reliable Furniture Co's. store at Toronto recently.

J. J. Moore of J. J. Moore & Son, furniture dealers, Medicine Hat, Alta., was a recent visitor to the East.

The Canadian Furniture Exchange has been registered at Toronto.

C. W. Tudor has purchased W. F. Slingerland's furniture business at Thedford, Ont.

J. C. Beveridge, of Medicine Hat, Alta., has forgotten furniture for the time being. He is with the Rotary Club in Europe.

The National Chesterfield Upholstering Co. has succeeded the National Upholstering and Chesterfield Co. at Montreal.

Edward Conley, who years ago conducted a retail furniture store on Upper Yonge street, died recently aged 74. He leaves three sons and four daughters.

A furniture dealer of Duluth, Minn., contributed the other day $50,000 to purchase a tract of land to be used for public recreation purposes.

Musicmaster Sales, Ltd., 511 Rogers Bldg., Vancouver, have received Provincial incorporation to act as phonograph agents. Capital, $25,000.

The Western Furniture Co., Ltd., 730 Rogers Bldg., Vancouver, has been incorporated with a capital of $10,000, to manufacture furniture.

Burglars broke into Phippen & Simpson's furniture store at Sarnia, Ont., recently, but got only a few dollars for their pains.

F. A. Shand, president of the Windsor Furniture Co., Windsor, N.S., has returned home from a trip to the Pacific Coast.

Spence & Wiles, furniture manufacturers, Vancouver, B.C., have dissolved partnership. J. Spence continues the business.

The Ontario Bedding Co., Ltd., Toronto, has been incorporated by provincial charter with a capital of $40,000 to manufacture mattresses, quilts, pillows, comforters, etc.

The Ideal Sewing Machine (Canada) Ltd., Toronto, has been incorporated under Dominion charter and a capital of £150,000. This is a branch of the English parent company of the same name.

Hart H. Lincoln, 707 Confederation Life Bldg., Winnipeg, has been conducting a number of "home building exhibitions" in Canada and the United States, one of the outcomes of which is to help on the revival of the furniture business.

CONVERTIBLE FURNITURE CO. INCORPORATED

Da-Nite Furniture Co., Ltd., Toronto, has obtained a Dominion charter, with a capital of $200,000—shares at one dollar each—to acquire the Canadian rights on convertible furniture and manufacture patents Nos. 209-421, 422, 423. Thos. Draper, R. Walton, Nathan L. Phillips, B. E. Greene, and R. McA. McIntosh, all of Toronto, are the incorporators.

A store near St. Lawrence Market on King street, east, Toronto, is at present occupied as a demonstration room by the company, where are shown the various articles of convertible furniture, which can be used as library table, Chesterfield or chair in the daytime, and converted into beds at night.

FURNITURE CENSUS IN THE UNITED STATES

A preliminary statement of the 1920 census of manufacturers has been issued by the U. S. Bureau of Census, Department of Commerce, furnishing statistics for industries relative to the number of establishments and value of products for the year 1919, with comparative figures for the preceding census year, 1914.

The number of furniture factories was 3,153 in 1919, against 3,192 in 1914.

The value of furniture produced in 1919 was $573,785,000, against $265,706,000 in 1914.

The number of phonograph factories was 167 in 1919, against 18 in 1914.

The value of phonographs produced in 1919 was $158,688,000, against $27,116,000 in 1914.

The number of mattress and spring bed factories was 1,043 in 1919, against 1,000 in 1914.

The value of mattresses and spring beds produced was $83,948,000, against $38,717,000 in 1914.

The number of mirror factories—framed and unframed—was 186 in 1919, against 182 in 1914.

The value of mirrors produced in 1919 was $20,831,000, against $10,189,000 in 1914.

The number of lumber and timber products in 1919 was $1,400,600,000, against $715,810,000.

FURNITURE TRAVELLERS GO FISHING

The annual fishing trip to "Cedar Wyld" on Pigeon Lake by the furniture travellers took place last month. In the party were J. T. Montgomery of the Meaford Mfg. Co., A. Reeves of A. M. Souter Co., Hamilton; J. Robb of Simpson's Toronto; P. Newton, Canadian Mersereau Co., Toronto; Eddie Bagshaw, Gibbard Furniture Co., Napanee; Louis Yolles, Toronto; Wm. Beney, Anthes-Baetz Furniture Co., Kitchener; C. Mc Cracken, Kilgour Bros., Beaubarnois, Que; Thos. Armstrong, Canada Furniture Manufacturers; Armand Schreiter, De Luxe Furniture Co., Chas. Ott, E. O. Weber, Ltd., Waterloo; Jake Baetz, Anthes-Baetz, Kitchener; Theo. Buck and Percy Brown, Hespeler Furniture Co.; and Bill Pearson, of the Owen Sonud factories.

The party motored from Toronto to the Kawarth Lakes and return. Some fish were caught, the usual accidents happened, a crowd of hungry travellers were always ready for meals. They were glad to get away from business, but doubly glad to get back home again.

LLOYD BABY CARRIAGE WINDOW CONTEST

The Standard Furniture Company of Seattle and Gimbel Brothers of Milwaukee were tied in the great baby carriage window display contest conducted recently by The Lloyd Manufacturing Company. The prize of $100 was split two ways. Nine judges spent several hours trying to decide the contest. There were 142 entrants and many of the windows were so close to the winners that it was very difficult to pick the winner. When the final records were produced it was shown that each of the winners had received three votes for first place, two for second and two for third. Other displays got one vote each for first place, and the display of C. W. Daniels Home Furnishing Company, Colorado Springs, received votes from every judge, thereby earning a distinction accorded none other.

Naturally the Lloyd Company conducted the contest in order to get as much publicity for its product as was possible. That is the basis for nearly all window display contests. But Lloyd had more in mind that just publicity. First, they felt that owing to restricted buying, dealers would not be ready to invest as much money in newspaper advertising as in the past. Hence, they knew that they would have to find a less expensive, but just as effective, a method for the dealer if the latter was to properly tie-up to the big national campaign, which Lloyd has been running in 158 newspapers and nine magazines. They realized that it would be unwise to invest a huge sum in advertising Lloyd loom woven baby carriages and furniture if the dealer did not let the consumer know where he could buy the advertised merchandise.

The second reason for the contest was to create a greater interest on the part of dealers in baby carriages. For years baby carriages have just been one of the many incidents of the furniture and department stores. Until 1920 they were usually chucked in some dark place; never shown in windows and very seldom advertised in newspapers. Two years ago the Lloyd Company began to advertise nationally. A small start was made in four newspapers. No effort was expended to get the dealers to co-operate. Last year many papers and a few magazines were added to the list. Dealer enthusiasm was created and considerable newspaper co-operation was secured. The campaign was a success in every possible manner. This year 158 newspapers and nine magazines are being used thereby proving that the Lloyd Company is convinced that advertising pays. The offer of a money prize for the best window and the knowledge of the dealer that window displays would connect Lloyd's national advertising with his store resulted in the spirited contest.

The third reason for the contest was to get data on window displays. Absolute lack of baby carriage displays in the past prevented the Lloyd Company from offering dealers any concrete ideas on the subject. It was decided to hold a contest so that the ideas of hundreds would be concentrated on one subject.

The contest lived up to all expectations. It awakened dealer interest and sold goods to consumers. It helped make possible for Lloyd to break all previous shipping records; to employ 200 more men than in the past, and to help other manufacturers realize that conditions were not as bad as reported. The human interest element in baby carriages offered some excellent ideas for decorators. The fact that baby carriages were selling while other merchandise stood still and the knowledge that spring was the big time in the baby carriage trade all helped to make the contest a big success.

The Gimbel display has a very effective background in the shape of a curtain depicting a Greecian temple. At the base of the steps stands a beautiful nurse pushing a Lloyd baby carriage in which rests a large doll. The carriage is one of Lloyd's new roll designs. On either side are other carriages indicating that the occupants had wandered off in the nearby park. A teddy bear and some toys add to the picture. The Standard display featured the Lloyd logotype, thereby giving an excellent tie-up to the Lloyd campaign. Two large storks and a baby stork add attention value. Dolls representing babies and toys give proper finish to the scene.

Other displays were just about as good as the winners. A display at Denver consisted of five

Continued on page 45



TORONTO AND HAMILTON DEALERS TAKE A DAY OFF FOR SPORT

Annual picnic of dealers, employees and travellers a huge success—Baseball game a deadly contest—Races and their results

THE annual picnic of the Toronto and Hamilton retail furniture dealers and travellers took place at Victoria Park, Oakville, on Wednesday afternoon, July 27, with an attendance of over 200.

The Toronto contingent mustered at Sunnyside, with Bob Byron as chief dispatcher and Bert Menzie in charge of the commissariat. The Hamilton crowd "rendevouzed" at the Gore. Both gangs reached the ground about the same time, the Hamilton crowd showing perhaps the more "pep."

The baseball game was the "piece de resistance," and was put on first, the Hamiltonians vowing they would hold the Bert Burroughs trophy during the year 1921-22. But J. P. Montgomery, their captain, reckoned without his host.

With a score of 37 to 28, and Toronto dealers on top, the baseball game was some game. Frank Walker was umpire, and was an A1 referee. The Hamilton players were: Kelly, Harvey, Reid, English, H. Smith, D. Smith, Naylor, Dolman, Ross, Hughes, Ralph Smith and Henderson.

The Toronto team was made up of the two Speyers, Bert Burroughes, Sharpe, Billings, Seccombe, Sam Yolles, Joe Dale, Meyr, Jones and Winslow.

Of course the arm chair sports in the grand stand had most of the fun, Clarence Coryell checking up the scorer on some of his markings.

Race Results and Prize Winners

A series of races followed with these results:

100 yd. dash—1st, Boston safety razor, Mr. Naylor; 2nd., pocket knife and case, Mr. Little; 3rd., shaving brush, Mr. J. W. Winslow.

Three-legged race—1st., 2 pipes and cases, Messrs. Hughes and English; 2nd., 2 fountain pens, Messrs. Speyer and Speyer; 3rd., 2 brush sets, Messrs. Cumberland and Cann.

Wheel-barrow race—1st., wallet and pipe, Messrs. Little and Thorpe; 2nd., two knives, Messrs. Anderson and Finlayson; 3rd., thermos bottle and cigar case, Messrs. Jones and Rickman.

Back running race—1st., Boston safety razor, Mr. J. Winslow; 2nd., fountain pen, Mr. Jones; 3rd., cigar case, Mr. Cann.

Boot race—1st., spot light, Mr. McGowan; 2nd., safety razor, Mr. Cumberland; 3rd., cigarette case, Mr. Mahr.

Fat man's race—1st., carving set, Mr. W. Wilson; 2nd., thermos, Mr. Johnston; 3rd., military brushes, Mr. F. Walker.

Brick race—1st., wallet, Mr. Jones; 2nd., cigar case, Mr. F. Harvey; 3rd., shaving brush, Mr. J. Cumberland.

Obstacle race—1st., spot light, Mr. Knowles; 2nd., knife and case, Mr. Sloan; 3rd., cigar case, Mr. Hughes.

Back running race—1st., wallet, Mr. Cann; 2nd., 460 razor, Mr. Mack; 3rd., military brushes, Mr. Ross.

Putting shot—1st., pipe and case, Mr. Speyer; 2nd., shaving brush, Mr. Young; 3rd., thermos, Mr. Hughes.

Standing jump—1st., spot light, Mr. Harvey; 2nd., cigar case, Mr. Russ; 3rd., knife and case, Mr. Dale.

Quarter mile race—1st., pipe and case, Mr. Dunlop; 2nd., wallet, Mr. Goodman; 3rd., cigarette case, Mr. Adamson.

A bounteous supper was served several hundred hungry men by ladies of the W.C.T.U. and to say it was enjoyed by all is putting it mildly. Everything from soup to nuts was there, the berries and cream being specially put on for Louis Yolles benefit.

Short after-dinner speeches of a congratulatory and happy character were delivered by D. M. Wright of Stratford, Mr. Wildman of Preston and Mr. Smith of Canadian Feather & Mattress Co., Toronto.

General chorus singing was led by Mr. Mosher until the Watermeton quartette from Hamilton showed up, when an impromptu concert was put on.

The prizes won by contestants were distributed by Clarence Coryell in front of the stand on the athletic field, Clarence getting off a number of new sayings.

Darkness brought the festivities to a close, all voting the outing the best yet. Joe Dale and C. B. Tadman were the Toronto officers, and Guy Luke and Bill Nash the Hamiltonians, responsible for the arrangements. Guy Luke made an efficient race official, Jim Dore assisting.

The aeroplane sent by the Toronto dealers—Burroughes, Home Furniture and Welsh's—was quite a stunt, and the cigars and cased combs dropped on the field were more eagerly chased after than any of the prizes in the race contests.

Those who lost money on the ball game won it back again with the "put 3 and take all" tops distributed by the Home Furniture Co.

WANTED A MODERN PERIOD STYLE

The following story which reflects the manner in which some people apparently regard period styles in furniture was told by Bill Beney at the recent Kitchener Furniture Show.

According to Bill, a prospect came into a certain store in Toronto to buy a period style Chesterfield for his wife. "Here's a beautiful Louis XVI design," said the salesman, "and it's only $600." "Too much," replied the customer. "Well, how about this William and Mary design. Only $450?" said the salesman. "That's more than I want to spend," remarked the customer. "Haven't you something in Mutt and Jeff for about $200?"

Needless to say this evidence of culture caused the salesman to gasp.

Candid Abaut It, Anyway

A sign in a merchant's window. Others have cheated you, why not give us a chance.

SELL CANADIAN GOODS WHENEVER POSSIBLE

THAT wholesalers and retailers should promote the sale of Canadian products, thereby improving Canadian trade conditions and reducing unemployment is the opinion expressed in a recent bulletin of the Canadian Reconstruction Association, entitled "Buy Canadian Products."

Canadians are actually curtailing prosperity and fostering unemployment by their persistence in buying imported products, it continues. The Made-in-Canada movement has received some stimulus during recent months, but the movement must be national if it is to be effective. Canadian workers, farmers, manufacturers, wholesalers, retailers and business and professional interests, Canadians in all departments of national life who prosper with national prosperity, whose wages, salaries and incomes are affected by national conditions, should patronize Canadian products and services. The present financial, agricultural and industrial position of Canada demands it.

Be fair to your country. Correct the prejudice that is curtailing national prosperity. Canadian goods need no apology. Generally they represent better value than imported products. Many commodities of Canadian manufacture are unsurpassed in the world. If even 25 per cent. of the goods imported into Canada last year had been supplied from Canadian sources, direct employment would have been provided for some 65,000 additional workers at good wages. Including dependents, such additional business would have supported directly more than 250,000 persons. Every dollar spent in Canada on Canadian products means more money for Canadian workers, improved demand for farm and factory products, and additional business for wholesalers and retailers.

Wholesalers and retailers should promote the sale of Canadian products.

Individuals should demand Canadian products, buy only necessary imported articles, and seek acceptable Canadian substitutes for imported commodities.

All Canadians should help their country and themselves by promoting the Made-in-Canada movement; by utilizing Canadian services; by shipping goods by Canadian carriers, through Canadian ports; by patronizing Canadian railways, Canadian steamships, and Canadian banks; by placing insurance in Canadian companies; by employing Canadian architects, engineers, scientists and other experts; and by spending vacations in Canada.

THINK THIS OVER

Canada for Canadians.
Add to your belief in the future of Canada.
National Prosperity depends upon its Industries.
All who are in Industry help Prosperity.
Do with your might what your hands find to do.
Inter-dependence is necessary in all Industry.
All men—rich and poor—are entitled to a square deal.
Nothing can be gained by antagonism between Labor and Capital.
Interests of employer and employee are the same.
Never decry the efforts of the small manufacturer.
Don't be a knocker. Boost every worthy enterprise.
Unite to make Industry *your* cause.
Stand firm in your belief in the rights of Industry.
Treat every man you work with as your friend.
Returns in wages and profits are mutual.
Your allegiance should be: 1st, to Canada; 2nd, to your home; 3rd, to your business.

ON THE OTHER SIDE OF THE PEAK

In the opinion of the leaders the industrial depression will be history within four months. We have reached the peak and are now going down the slope to normal—not 1917-18-19 normal, of course—but a decent normalcy with business enjoying the just proportion of profits to which it is entitled.

The depression was not talked away; it was not written away with a few cleverly meshed phrases and clauses; and it was not orated away nor dimmed by the wordy outbursts of the professional sunshine scatterers who infest too many industries today. As a matter of fact, industry is getting on its feet in spite of these.

Fighting men and fighting organizations who refused to admit they were whipped are responsible for the gradual return of industrial normalcy. They mixed their fighting qualities with aggressive merchandising policies and sound economic principles. They wrote off inventory losses, they speeded up production, cut down cost, observed continuity of advertising—and sold their products. They winced, of course, when they wrote off their inventory losses but they realized that this was inevitable and necessary and they did not waste time and energy in holding a useless post-mortem. They were too busy!

The real credit for the improvement in business belongs to those individuals and groups of individuals who had the courage and the intelligence to make the best of an unpleasant and unprofitable situation.

More power to them!—*The Dodge Idea.*

BUSINESS SLOWLY IMPROVING

Adjustments of the business of the country has been a slower process than expected, but the depth of depression was reached some months ago and the improvement is gradual. The furniture factories generally are in operation, but not in full swing. The dealers are selling more goods. —*Southern Furniture Journal.*

SAYS FURNITURE PRICES WILL STIFFEN.

The business situation is that we are selling to conservative buyers," says John L. Young, president of the Retail Furniture Association of the United States. "They are taking advantage of distressed merchandise. They are buying values. As to volume, except in the south, we are selling more furniture, in the number of pieces, than during the boom a year ago. Prices are off forty per cent on an average. Sales in dollars are off about fifteen per cent. Thus, you see, considerably more furniture is being moved. Furniture prices, as a general thing, when the situation is still further stabilized, will be a trifle higher. prices now are being influenced by distressed merchandise. By fall we shall be back to what some people call normalcy. Then there will be a general stiffening of prices. Furniture prices will never go back to the before-war basis. Lumber will never be so cheap again. The furniture industry has always been a poorly paid industry. The work has been largely done by immigrant labor. We have never had cabinet-makers in this country, that is, American-born cabinet-makers. Boys just out of school were not attracted to the industry. Experts were being paid only $ 20 a week. Compared to this workers in automobile factories and machine shops were getting $ 5 and $6 a day.

"The furniture industry hinged around immigrant labor and old men. During the tremendous runs a year ago many factories opened schools. This brought about higher wages restriction of immigration will have its effects, too."-Grand Rapids Furniture Record.

Seasonable Suggestions for Improved Business Methods

Helps and Hints as Seen by Canadian Furniture Dealers

GETTING AFTER MAIL ORDERS.

THE Thomas Furniture Co., of London, Ont., are always original. They have opened a mail order department, and intend going after the trade of every home-lover in Western Ontario. To reach them the company has issued a catalogue telling of their goods and service, laying emphasis on "service".

The various items in the catalog have been selected with care, from the standpoint of both quality and price. The catalogue has incorporated in it order forms; and so sure are the principals that their goods are right that the company will refund purchase price ond all freight and express charges if purchases do not measure up to descriptions and expectations.

A peculiar department for a furniture store is the "grocery department", which it is said has brought much home furnishings business to the store.

BUSINESS MEN GIVE COMMUNITY PICNICS.

THE business men of the Bloor-Bathurst section held a community picnic for their customers recently in one of the parks outside the city. Between 2,000 and 3,000 attended. Races for children and games for grown-ups took up the afternoon. Special cars, free, were provided, as well as milk, coffee, tea, ice cream, etc. This association is building up a loyal group of community buyers.

Other districts of that city with live business organizations are the Danforth Business Men's Association, which recently held a monster business parade and is planning an all-day outing; the Yonge-Bloor Association, which holds a monthly dinner; and the Roncesvalles Business Association, which is also planning a big picnic for their patrons.

PUSHING SEWING MACHINES THROUGH DISPLAY

A FURNITURE store in New York City is responsible for a clever sewing machine display recently. A side window was utilized for this purpose, with a carpet on the floor, cream paneled backgrounds and a cretonne window effect at the rear centre. An artistic floor lamp stood on the floor at the far left corner.

The sewing machine was placed prominently on the floor at the centre of the display. A bolt of flowered voile rested on the table attachment of the machine at the left and a portion of the cloth, unwound, was carried beneath the needle of the machine. Thence the voile continued in a the floor. The remainder of the material was draped about graceful drape toward the right rear, not quite touching a headless dressmaker's form in such an artistic manner that the semblance of a dress was formed.

On the floor in the foreground was an electric portable machine, while at the front center four illustrated circulars, describing the machine, were arranged in a semi-circle. The cover of the machine was exhibited on a stand at the rear center.

A card, illustrated with a spool of thread at the top and a pair of scissors at the bottom, announcing the terms on which the machine could be obtained, was placed on the floor.

CONTEST FOR STORE SLOGAN.

IN its search for a suitable slogan, a California furniture house created much interest in its activities among its patrons by conducting a prize slogan contest of which the head of the firm states:

"We are frank to admit that this slogan contest is more or less of an advertising proposition for us, and it is a good one, for it makes people talk about this store.

"The idea for a slogan came up at one of the meetings of Employees' Efficiency Club. By the way, the best way to increase one's business is to have an employes' club in the organization. There will be more good results from such an organization than can be estimated. Every meeting of our club brings out new ideas for improvements in the store, its stock and its service.

"Last meeting the question of the slogan was brought up, and we decided that we should have one at once. That is why we are holding this contest. We want the people of our community to tell us what our slogan should be, and why.

"We have placed no barriers on who may enter the contest. It is open to all. We simply want them to suggest appropriate slogans and in not more than 250 words tell why we should use it. There will be twelve prizes given in all, $ 25 in cash and ten theater tickets."

DEALERS PAINT WICKER FURNITURE

REALIZING that wicker furniture used in the sun parlor has become so well likedfor its wearing qualities various furniture dealers are ordering their supply from the manufacturer in the white, so that the pieces may be painted in their own workrooms to the customer's wishes. In this manner the sale of a comfortable chair for bed room, living room, library, etc., is often made in preference to other pieces, by simply painting the chair in color to harmonize with the room's furnishings, and the idea that reed or wicker is for summer use ouly is no longer in mind. Dealers are profiting by their customer's likes and showing a sample set but leaving a goodly portion of their stock unpainted for special orders. This eliminates the necessity of breaking a suite especially painted and overcomes the difficulty had in securing an extra chair to match a certain suite.—Grand Rapids Furniture Recorl.

A PERTINENT QUESTION

Indifference to home comforts was complained of by President Young, of Retail Furniture Association of the United States, in addressing the Chicago Retail Furniture Dealers' Association. Working girls he declared, are willing to live in cheap rooms, and place $ 15 shoes under a dilapidated bed when they go to sleep. "What is the matter with the farmer," asked Mr. Young, "who has his cattle eating from enameled mangers and yet dines off an old table himself?"

A new style folding bed is to be brought out by the Sims-Till Mfg. Co., Toronto. who recently obtained a patent.

Secretary Wm. Cawkell of the Furniture Manufacturers Association has returned to his Toronto home from a holiday spent at Stergeon Lake, Ont.

The Retail Furniture Association of the United States held its annual convention at Chicago on July 7th, and 8th.

HAVE YOU THESE FACTS IN YOUR BUSINESS

Some pertinent pointers for the proprietor, and some helps for the office man.

DO you know at the end of every month the closely approximate value of your stock? If you don't know, how would you show the amount of your loss in case of fire?

Do you know at the end of each month what your total liabilities are? If you don't how can you arrange to meet them as they mature?

Do you know how much business you did last month; how much for the year to date; how much was cash and how much credit, and how these figures compare with those of a year ago? Do you know how much your customers owed you at the end of the month, and how much a year ago?

Do you know what percentage of your total sales is profit, and what percentage it takes to cover the expenses of your business, which of course includes your own salary? If you don't know this, you don't know whether you are making or losing money—whether you are getting too much profit or too little.

We presume that the majority of our customers keep their accounts so that such information regarding their business is available. Those who are not doing so would find this information a very valuable aid in the intelligent direction of their business. Without it, you are not running your business; the business is running you. Without such information, a merchant cannot submit an intelligent statement of his position to his banker or others from whom he may be seeking credit.

To one who has never kept a proper set of accounts, this looks very complicated and mysterious. It is really a comparatively simple matter, however, to keep a set of books which will afford all this information.



J. ACKER
Proprietor of the Acker Furniture Co., Toronto.

THE ARRANGEMENT OF YOUR STORE

What about the arrangement of your store? Are you satisfied with it? Do you feel sure that you have the best possible arrangement for serving your trade to best possible advantage? Are you sure that your arrangement cannot be improved?

Ask yourself the following questions—anyway. If you are satisfied, it will do no harm to face the test. To your surprise you may discover that your arrangement is not all that you thought it was. Or if you are not satisfied, the questions may help you to discover what is wrong.

1. Is my store arranged on a definite plan, or is the present arrangement of fixtures and stock just a haphazard arrangement?

2. Is the arrangement suited to the character of the business; that is, is my store layout different because it is a furniture store, or is the arrangement just like that which one would expect to find in a grocery or a hardware store?

3. If I walked into my own store as a stranger making a purchase, would I find that the arrangement of the store assisted in the display, inspection, demonstration, and purchase of the goods I wanted?

4. Are goods easily accessible to the clerks?

5. Is the selling space in the store crowded like a stockroom, or is provision made for supplying the selling space quickly with stock from reserves kept elsewhere?

6. Is there a place for everything and is everything kept in its place?

7. Is the arrangement of store equipment and stock simple or complicated?

8. Does my arrangement scheme provide for the expansion of my business?

ANALYZING EXPENSES

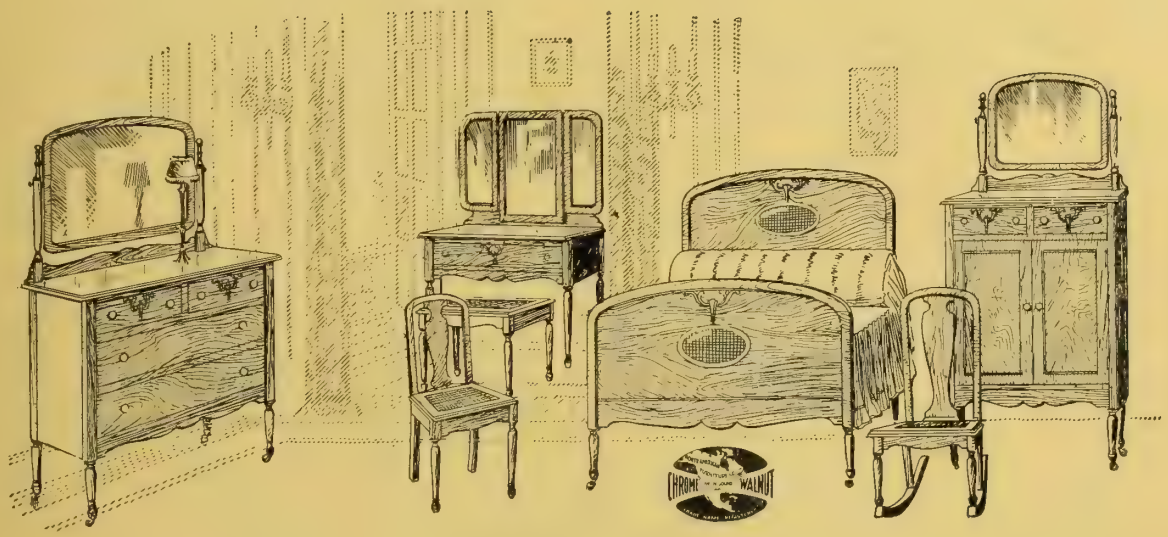
The shrewd merchant keeps his cost record book, and checks over his eleven major expense items as follows:

1. Rent.
2. Light, heat, power and telephone.
3. Salaries of owner and help.
4. Delivery cost.
5. Interest on capital.
6. Insurance, taxes, donations, dues.
7. Bad debts and collection expenses.
8. Advertising.
9. Depreciation of equipment and stock, repairs and renewals.
10. Merchandising expense, such as breakage and spoilage, returned goods, reductions and markdowns.
11. Miscellaneous supplies for the store and office.

What should you do to let

the home lover know that you carry a carefully selected stock of beautiful furniture, *Made in Canada* by skilled Canadian workmen for a discriminating Canadian public?

ADVERTISE



Suite No. 546.

We supply electros for your newspaper or catalogue advertising. The wide awake dealer does not sit down and wait for business to come. ***Go after it.*** Help create a demand for "BETTER FURNISHED HOMES"

The North American Furniture Co., Limited

Owen Sound -:- Ontario

"The Home of Good Furniture."

Your Requirements

Our line of high grade reed furniture is made to meet the requirements of the average dealer. He demands that it must be profitable for him to handle, yet must give his customers absolute satisfaction in comfort, quality and durability. Dealers should always have a selection of our furniture on display.



No. 5072



No. 5012

Reed furniture adds that feeling of comfort that is so necessary in the library, den, living room, or sun room. We have our chairs in a great many different and original designs, and we shall be pleased to send photographs to dealers who are interested.

Do not hesitate to write for further information.

The North American Bent Chair Co., Limited

Owen Sound, Ontario

BUILDING UP BUSINESS IN EAST

THE furniture store of J. W. McLellan at New Glasgow, N. S., is located in the centre of the business section of that town, and away from any of the other furniture stores there, which are on side streets, except McLellan's, Limited, which is owned by Mr. McLellan's father, J. W. having had fifteen years' experience in his father's store.

Mr. McLellan is a young man, about 30, and has never worked in any other place until he started for himself in



A small announcement card is always carried in the local paper

1917. Previous to that he had full charge of the furniture business at McLellan's Limited.

This furniture store is one of the best of any kind in New Glasgow. It is large—80 feet long by 30 feet wide—has two show windows, and is lighted with an up-to-date electric system. Two floors are necessary to show the stocks.

A complete line of furniture is carried, besides rugs, window shades and house furnishings. Gramophones and records are also carried, and these have been found a good line. A strictly cash business is done, and Mr. McLellan believes in giving the people good value for their money.

Mr. McLellan is fortunately situated in knowing what kind of goods the people he serves want, and he is also well acquainted with the furniture factories and the class of goods turned out.

Besides conducting his furniture store Mr. McLellan remain vice-president and secretary of McLellan's Limited. The older store opened by his father was started over ten years ago.

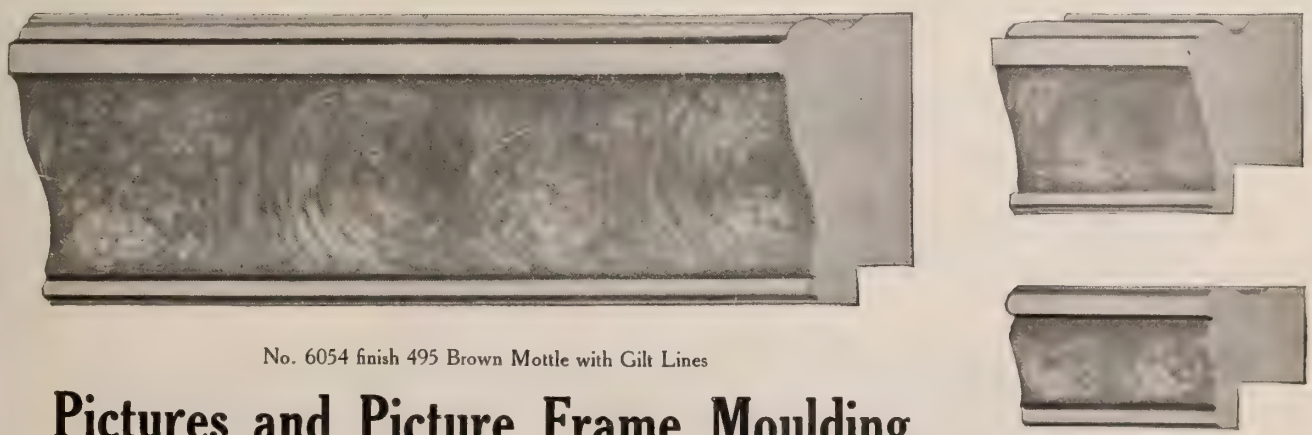
New Glasgow is growing rapidly and besides New Glasgow, there is Stellarton, Westville and Trenton connected by tram line, the people from those places coming to New Glasgow to buy their goods.

LLOYD BABY CARRIAGE WINDOW CONTEST

Continued from page 36,

windows in which moving storks created attention value. C. W. Daniels at Colorado Springs had a Zoo scene in which a bear and cave helped to create attention. Gilbert-McGriff of Macon, Georgia, built their display up on storks.

It is interesting to note that The Lloyd Company is the only one advertising nationally in Canada. It is not only using the trade publications but is also using two of the largest women's magazines published in the Dominion.



No. 6054 finish 495 Brown Mottle with Gilt Lines

Pictures and Picture Frame Moulding

The demand for good reproductions of fine paintings is ever on the increase. Our reproductions are framed in the most appropriate frames with great care and taste, and have established a reputation as ready sellers.

We have a very wide range of attractive picture frame mouldings, reasonable in price and excellent in quality.

PHILLIPS MANUFACTURING COMPANY, LIMITED

258-326 CARLAW AVE., TORONTO, ONT.

Manufacturers of Mouldings, Frames, Mirrors

THE TRAVELLER IS YOUR BEST FRIEND

The opinion of a successful Toronto dealer pointing out the value of the traveller to the retailer.

RETAILERS are acquainted more or less with the commercial man—the man who comes into your store with a genial smile on his countenance, his hand outstretched in greeting. The chap who breezes in (as the saying is) and makes you feel that all is not lost, that the black cloud which has given you that morning grouch may still have a silver lining which can be turned inside out and allow the sun to shine. Only those who have been on the road know how hard it is to always maintain that congenial manner, that air of sincere friendship that is so necessary if successful business is to be the result. The traveller and his temper are rarely akin to one another. As you see him standing on the platform waiting for the train that is late, or on the street corner waiting for a car when the thermometer is registering zero, you would imagine if you looked into his placid face, that everything was running smoothly, business was good and that he was the most contented man in the world. On the other hand he may be highly incensed at the delay and may be inwardly scoring the railway for their negligence, although he never allows his feelings to reflect in his manner.

The Buyer's Attitude

Some storekeepers regard a salesman as their natural enemy, but luckily for both merchant and salesman these are in a minority. For a number of years, says a well known merchant, I was a buyer for a large store in the east, when chance put me on the road calling on the very class of men to which I formerly belonged.

It was right there I resolved, if ever I returned to the fold, I would try to make the lot of the travelling salesman easier. Fate did place me again in a buying position and the lesson I learned was indeed a good one. If a buyer wants to know just how it feels to be on the opposite side of the situation let him take a short trip on the road. The salesman is not the only loser by the refusal of some buyers to look at his wares. It is also well to remember when a salesman comes to town there usually are several stores that he can sell to, while, on the other hand, there is only one firm the merchant can buy this line from.

Some merchants make it a practice to see only the old favorite salesman, and a new man has no chance to sell a bill. This is not by any means fair to the hard working salesman; it is also not fair to the public.

A merchant who will give each man a pleasant smile and nod, who looks at as many lines as possible, and who tries to act like a gentleman, will be favored by selesmen, when they have jobs, or new goods to offer. It goes almost without saying that the pleasant buyer gets first chance at the plums, while the grouch surely will be overlooked. In a few weeks he will have the pleasure of seeing displayed in the windows of a rival store the goods that he might have had.

True Gentlemen Courteous

A true gentleman, of course, will treat every salesman with courtesy, but men who are the very soul of honor and as gentle as can be with the general run of humans, freeze up when they see the genus salesman, and become men of ice and stone.

Some stores have a rule that the buyer can only be seen in certain hours.

It is such a foolish rule that makes a salesman spend days in a city that could be worked in hours. This is the unjust part of it all. A salesman calls at a store that has for its buying hours, say from 8.30 to 11 o'clock; he gets in town at 9 a.m. and goes at once to the store that has this rule, finds there several men before him and at 11 finds he has wasted the day.

The excuse is given that if there were not certain hours a man would be looking at goods all day, and perhaps he would, but a good way which would overcome some of the difficulty would be to have two sessions, one at from 8.30 to 10 for the city men, and an afternoon session for the out-of-town men.



Furniture travellers at picnic outing in Waterloo Park during Midsummer Exhibition week

The Salesman's Work

The traveller's work is not easy, he has a hard row to hoe. When you think of all the classes and conditions of men he calls on, you have some idea of the stupendous task he has before him. It is necessary, first, that he sell goods or he will not hold his position long. To do this he must have faith himself in the lines he is handling, and talk about them in such a way that his customers will be convinced. He must have sufficient confidence in his own ability to bring his customers into a buying attitude.

Prejudice

There is a tendency among dealers to oppose the commercial man not so much because of the man himself but because they think they are pestered with too many of them. The writer, waiting in a retail store not long ago heard the remark passed when a traveller passed the window to enter the store, "We are not going to buy anything from him." The traveller was a very gentlemanly fellow and still he was being opposed before he had even entered the store. This is not the right attitude as you will discover when you read the contents of the following interview:

Types of Travellers

A live dealer in the city of Toronto when approached for an opinion on this question, began by saying that there were several types of travellers and it required careful attention to size them up. First, there is the pompous fellow who thinks that all he requires to sell goods is to be able to talk and approaches his customer in that frame of mind. Then there is what he described as the "smart aleck"—the chap who thinks he knows it all but rarely gets an order. The real salesman is always sincere, he knows his goods, you can place confidence in his every statement. He not only interests you but he convinces you by his frankness and ability to speak the truth. If he says that his goods will sell you can depend on them selling, provided you do your part and display them advantageously.

Learned by Experience

This retailer at the beginning found that he was quite often taken in by travellers who overestimated the selling qualities of their goods and to put it in his own words, "loaded him up." Now, however, he can size a traveller up and knows in the first few minutes of conversation whether he is going to place an order or not. This is a great advantage and one that can only be obtained by giving each and every man a hearing until you come to know them all so well that you can pick and choose between them. Never make the mistake of turning down a salesman because of his youth. This dealer says "he often finds that the young traveller is quite sincere and often gives him information which he has found of great benefit in his business." The sincere man always gets the business.

McLAGAN PHONOGRAPHS AT TORONTO FAIR

The McLagan Phonograph Co., Stratford, will have a large and imposing display of their phonographs in the east wing of the Horticultural Building at the C. N. E. at Toronto next month. Besides the regular line of McLagan phonographs the company will have samples of quite a number of new designs that will be ready for fall shipping, and all told it will be a pleasing and creditable exhibit.

Two New Marshall Products

DANDY-LY-ON
FLEUR-DE-LIS

All Pure White Layer Felt in Best Fancy Ticking.
Ready for Immediate Delivery.

Now Making 6 Grades of High Class Mattresses.

Marshall Ventilated Mattress Co., Limited

98-100 Lombard St., TORONTO, ONT.

LONDON, ENG. WINNIPEG CHICAGO, ILL.

"When We Sell We Must Think of Customer"

A rule that the furniture dealer would do well to keep in mind, to make most of the idea—Shopper is most concerned about his or her family and self.

EVERY buyer is self-centred. Therefore every seller must be unself-centred. We are all buyers and all sellers, at one time or another; and the rule always holds good—when we buy we must think of ourselves, but when we sell we must think of our customer.

Nature endows us with an instinct to protect our own interests and possessions. It governs all the practical affairs of our daily living. If it were not for this we should probably lose everything we won. We would give our money away and squander all the fruits of our labor and energy.

Take a look at this self-protecting instinct in its practical workings. Study that woman walking along in front of your store. She is just the average person, and the things about which she is most concerned are her family and herself.

You are perfectly willing to admit that this is right and proper. In fact, you would not admire her personal traits if she were negligent of her family's welfare and careless about spending the money her husband earns.

Customers Must Be Made To Appreciate Value.

Now she enters your store to shop. She has money; you have merchandise. Here her sense of self-interest rises to its highest pitch. Though she may be generous of disposition toward all her friends, when she goes shopping her instinct, sense of duty and good sense all urge her to protect her purse. Money is the one thing that lies closest to self-interest.

In her eyes the value of her money is very large. She will not part with it except on one condition—she must be made to feel that the value offered her in exchange will afford her a benefit or pleasure greater than the satisfaction of keeping her money in her purse.

When she considers the purchase of any article, instinctively she weighs it against the cost. Her self-interest scale begins to tip this way and that as she balances her money against the goods.

Customer Must Be Wooed and Won

Buying is a contest of values, and that value wins which outweighs the other value in benefit and service.

The very fact that the buyer is so wrapped up in her own interests is what makes it possible for you to sell her

But the sale cannot be forced. It must be wooed and won.

The farmer does not make his crop grow. Sunshine, moisture and chemical action of the soil do that. All he can do is to create conditions favorable to growth; and upon his skill in creating those conditions depends his profit from the yield.

Similarly the merchant does not really make the sale. The decision of the customer does that. But he can create conditions favorable to a decision. In so doing he is not imposing on his customer; on the contrary, he is doing her a genuine service.

He is creating these conditions when he studies her needs and stocks the goods which meet her requirements—when he calls her attention to these goods—when he makes it convenient for her to examine them—when he points out to her their characteristics that make them suitable for her purposes.

All this is salesmanship, and, at the same time, service. The two cannot be separated. It is through service that the customer is led to decisions.

Merchant Must Be Broad-Minded.

You will find this true almost without exception—that the really successful merchant is always broad-minded in his understanding of human nature. He is a very "human" sort of person himself, with a systematic insight into the interests, motives and desires of other human beings.

The fact that he can meet, smilingly, the many petty annoyances in dealing with the public is proof of this. But the practical merit of his broad-mindedness is that it enables him to step from behind the counter and put himself in the customer's place.

Here—and here only—he is able to see the buyer's self-interest scale, and know what it means.

Place Self in Customer's Shoes.

Here he sees and understands what he would expect and demand and appreciate if he were in the customer's shoes.

First, he would demand quality goods—goods that answered his needs, goods upon which he could depend to give satisfaction. Anything else put in his self-interest scale would fail to weigh as heavy as the value he placed on his money which he is asked to give in exchange.

Second, he would expect courtesy, tact and a great deal of patience. He would expect someone to explain to him the special features of this and that price of merchandise, so that he could buy wisely and choose the articles most useful to him.

From this viewpoint in front of the counter one observes that salesmanship, in order to be skillful, must always employ the "You" tactics:

"Here is some cheese which you will like, Mrs. Brown." "We have a fresh lot of so and so that your family liked so well last time." "This is a new product which we believe you would like to try. We are selling a good deal of it." "Your children would enjoy some of this in their school lunches."

The You tactics and the You spirit constitute the greatest single principle in the whole realm of salesmanship.

The Golden Rule of Salesmanship.

The salesman who hopes to achieve maximum selling results must follow the principles of Creative Salesmanship.

He must start from the basic principle of recognizing the self-interest of the buyer.

He must capitalize this constitutional trait of self-interest by getting to the customer's side of the counter in understanding and appreciation; he must study goods in their relationship to the customer's needs, preferences and interest that centre in family and self; he must set forth the quality and uses of goods so as to help that customer make up her mind and determine her choices; and finally, he must exercise patience and tact.

In short, this first principle is the Golden Rule of Salesmanship—giving what you would demand and appreciate were you in the buyer's place.

THE PROBLEM OF THE SMALL STORE

MOST articles in the various trade journals have as their aim to be only of practical assistance to the large stores. There seems to be a dearth of advice regarding the conducting of a small store. So right here we are going to present some good advice to owners of small furniture stores.

"Success in keeping a small store," once said a man who had experience, "depends much upon the personality of the storekeeper."

There's a mine of truth in that statement. In the large store, the clerks represent the establishment; in the small store, the proprietor himself. If the latter is polite, and gives customers a "square deal" success is certain to come to him. On the other hand, should he be an impolite, grumpy person, failure can be expected, for no one likes to deal with such a merchant. The dealer should merely observe the successful stores and he will find that this is a fact.

The successful storekeeper is a great student of human nature, psychologist, a diplomat. He always has a cheerful word or a kind greeting for all those who enter his store; and besides, he calls them by name. If a mother has her child with her, he pats the little fellow on the head and flatters the mother by saying "he is the brightest little fellow he has seen in a long time." This, of course, pleases her and she is tempted to buy more goods than she had intended.

Perhaps the furniture dealer may say the same thing about every little youngster. But what does it matter? It gains sales. It procures steady customers. And that is what is desired. Moreover, the thoughtful dealer takes an apparent, although not a meddlesome interest, in his customer's affairs. In case of an accident or other misfortune, he always has a word of condolence and encouragement for the one affected. This diplomatic air gains him customers. It would pay all retailers, regardless of the kind of business they are engaged in, to study human nature, to look out for the frailties and strong points of human kind and to utilize the information thus gained to promote the welfare of their business.

The small storekeeper desirous of becoming a success in his business must also assume an attitude of success even though he be a rank failure. Somehow or other people like to deal with successful stores. Whether they do so because the store is a success or because they believe they are assured of better treatment, it is difficult to say. The fact remains, however, that the majority of people like to be patrons of successful establishments. Hence, every live dealer should endeavor to put up a bold "front" in spite of the bad condition in which he finds himself, and should have a modest air of success. To be a success, in other words, one must get into an atmosphere of success.

Above all a small merchant should look out for the appearance of his place of business. He should make it neat, clean and inviting. It is this wholesome appearance which attracts attention and incites people to buy, because they believe—and logically, too—that the store that is clean will have a better and newer style of goods. Observation will prove to one beyond a single doubt that one of the most important elements of success is the excellence of the store's appearance. This knowledge should be made use of. The model shop must necessarily be clean and inviting. Every furniture dealer should ruthlessly criticise the appearance of his own store, should ask himself whether there is no opportunity for improving conditions. In most instances he will find that at least some few improvements and valuable changes can be made.

Besides the small dealer should have good clerks, if he has any at all. He should see to it that they are courteous and treat customers properly.

It is true that the small dealer, owing to location and other conditions, is unable to make any pretentious attempt at advertising. This is especially true of furniture dealers in cities, who are out of the business districts. Nevertheless, some form of advertising is essential, for advertising is the promotor of trade. The retailer has several ways open to him, not including newspaper advertising: First, he can advertise through handbills and letters, or through a nice, attractive mailing card or folder; second, through window display; third, through trade-window schemes; fourth, through the pleased customers.

The handbill is a much maligned instrument of advertising. Yet, after reading all the discussion concerning it both pro and con, one comes to the conclusion that the handbill is a potent factor in advertising the small store; in fact, in many cases, it is the only means the small retailer has of making known his offers. The handbill will pay providing it is fairly printed and properly distributed. It should be printed on a good quality of enamel book paper and well illustrated with cuts. Sometimes it will pay to enclose the circular in a large envelope and send them out by mail.

The window display of every furniture dealer should be neat and trim. Price cards should be conspicuous. Frequently passers-by are attracted by some prettily decorated window. They then see the various articles, and should they need anything in the furniture line, they generally enter the store and inquire about the desired piece.

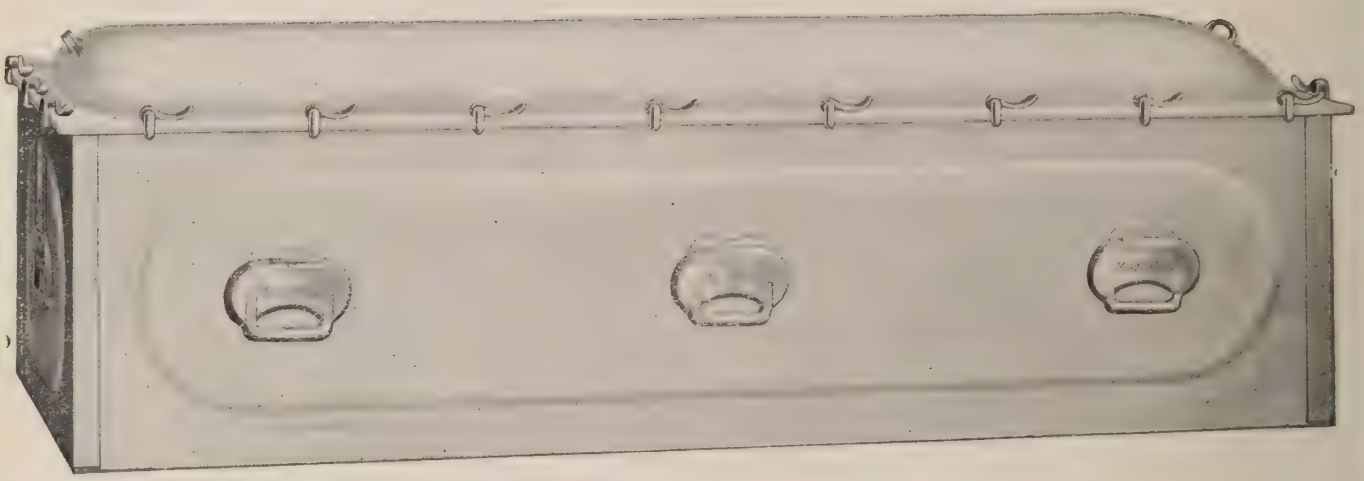
If your window does not attract people, either through neatness or originality of trimming, it should be made to do so or it should be closed up. It is better to have none than one that will give people a bad impression.

The elements of success in the retail business world are few, but they are all essential. Each one counts greatly, it is of weighty importance. If one is left out of consideration, the result will probably be failure. If all are heeded, there will come success in a great measure.

DESCRIBE THAT WINDOW FOR US

When you have arranged an unusual or particularly attractive window display, if you can't get a photo of it, send us a description. What about that last display? Send it along.

THE MAXWELL
Sanitary Copper-Alloy Vault



Manufactured Exclusively of Copper-Bearing Steel
The Most Rust-Resistant Steel or Iron

Known to the Art.

Its Superiority is Now Generally Acknowledged

Even by those not making exclusive use of the material.

MAKE NO MISTAKE

Handle and sell the goods you can depend upon.
The Maxwell Vault has never failed you.

Its Quality is Always Maintained Regardless of Expense

Carried in stock by all leading jobbers.

REVISED PRICES

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

MANITOBA FUNERAL DIRECTORS CONVENE

Seventeenth annual meeting of the Western Canada Association—An important gathering—Boost the National Association—Prof. Worsham lectures—Eastern men attend—Social functions

Official Minutes of the Convention

THE 17th annual convention of the Western Canada Funeral Directors' and Embalmers' Association was called to order and formally opened by President Bardal on Tuesday, July 5th, who welcomed the delegates and wished them an enjoyable and profitable meeting. R. Macpherson responded on behalf of the visiting delegates and expressed extreme pleasure at the President's cordial and hearty greeting.

Professor Worsham was introduced by Secretary Gardiner, the professor giving his introductory lecture.

Secretary Gardiner read his Annual Report as follows:

Secretary's Report

I herewith submit my report as your secretary-treasurer for year just closed. During a visit East last September, while attending the sessions of the Canadian Embalmers' Association at Toronto, I had the privilege of attending a meeting at which were representatives from Nova Scotia, Ontario, Saskatchewan and British Columbia. The object of this meeting was to discuss the advisability of forming a Canadian National Funeral Directors' Association for Canada to be operated on similar lines to the National Funeral Directors' Association of United States, and being composed of representatives from the various local Associations. The situation was canvassed and the opinion prevailed that a preliminary meeting ought to be held this July and in the interval the matter might be further discussed and considered. It was suggested the meeting might be held at some central point, convenient to East and West, and Mr. Yule, President of the Saskatchewan Association, and myself suggested the West. Feeling that our Association would be delighted to have them meet with us I took the opportunity to invite this provisional committee of representatives to meet with us at Winnipeg at our annual convention, which invitation was cordially received and the meeting decided upon for said dates. We are indeed glad to have these men with us and can only extend to them our most hearty greeting and warmest hospitality.

Your executive are fortunate to be able to secure the services of Professor Worsham, who is taking 12 or 15 other conventions this summer and is indeed a busy man. Those of us who heard him last year were immensely delighted with his demonstrations, stereopticon views and practical treatment of demi-surgery cases.

We regret to have to announce the death of one of our charter members in the person of Mr. W. T. Clark, who passed away at Winnipeg after a serious illness. A number of the city funeral directors attended the obsequies as representatives of the Association. We have also to record the demise of one of our younger members, Mr. J. D. Law of Roblin, who was a splendid fellow and a rising member of our profession.

Financial Statement

Following is a brief statement of finances and membership:

RECEIPTS

Balance on hand July, 1920	$468.04
Dues	200.00
Memberships	50.00
Miscellaneous	2.16
	$720.20

EXPENDITURE

As per statement and vouchers	$428.32
Balance on hand	291.88
	$720.20

The report was ordered received and referred to Resolutions Committee on motion of R. Macpherson and Mrs. Guymer.

J. Kerr requested information regarding apprenticeship



A. B. GARDINER, Winnipeg,
re-elected secretary of Western Canada Association



How many do you know? This is a group of those who attended the picnic of the Western Canada Funeral Directors' Association held at Kenora Park, near Winnipeg on July 6th.

required by applicants for embalmer's license. The president explained that all such applicants should have at least twelve months' experience under a licensed embalmer in the Province. Mr. Kerr disagreed with this interpretation of the Act with result that J. F. Thomson, R. Macpherson and A. B. Gardiner were appointed a committee to look into the matter and report later in the session.

Presidential Address

President Bardal then followed with his address:

I take this opportunity to thank you for the honor conferred on me by re-electing me as your President in my absence last year. I bid these brothers of ours in the profession that are gathered here with us from the East and West most hearty welcome. Their presence here is a source of great pleasure to us and I feel that in the formation of a Dominion-wide organization we will fill a long-felt want; one that will be of great benefit to the public and to our profession.

May I also most heartily welcome Professor Worsham, one of the ablest men in the profession on this continent, and that means the whole world. We are all looking forward with pleasure to hearing him. I, personally speaking, cannot understand why any funeral director will absent himself when he has the opportunity of hearing these splendid lectures and learning things that he can apply in his work every day in the week.

We have not been entirely successful in our attempt to prevent shipments by other than licensed embalmers. The provincial authorities feel, no doubt, that it is too early yet to rigidly enforce this clause, but it will only be a short time until this will be in full effect, to the benefit of the profession and the public.

You see by our programme that we are combining busi-

The Supreme Achievement in Embalming Fluid

The next time you want Embalming Fluid, do not merely mention "Fluid," but insist on "CaranaC."

CaranaC Embalming Fluid

is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

We Ship Promptly

CaranaC Laboratory

"The All-Canadian House"

Peterborough - Ontario - Canada

ness and pleasure, and I hope every one will have good time and feel that when this convention closes that the time will have been well spent.

On motion of A. B. Gardiner and J. W. Neill, President's address was referred to Resolutions Committee.

Professor Worsham delivered a lecture on "The Blood as Related to Embalming."

Naming Committees

The following committees were then appointed:

Resolutions—J. F. Thomson, R. Macpherson, A. J. Taylor, Jos. Kerr, J. W. Neill.

Membership—J. R. Burland, Mrs. Guymer, Ed. Graham, J. Thomson.

Examination—A. B. Gardiner, R. Macpherson.

Reception—A. B. Gardiner, J. Thomson, H. F. Thomson, J. Kerr, W. J. Barker, Ed. Graham.

At 2 P.M. Professor Worsham opened with a lecture.

The Membership Committee then presented its report: "We, the members of your Membership Committee, having examined the following applications for membership consider them all fit and proper persons to become members of our Association. All of which is respectfully submitted."

The names are as follows: G. W. Ferguson, Brandon, Active; R. F. Standish, Roblin, Active; W. L. Leatherdale, Winnipeg, Active; A. Ed. Treasure, Winnipeg, Active; H. J. Moody, Selkirk, Active; M. Kerr, Winnipeg, Active; B. H. Greenwood, Transcona, Active; W. D. Tracy, Winnipeg, Active; W. J. Clare, Winnipeg, Associate; Miss F. M. Tracy, Winnipeg, Associate; Mrs. Mary W. Clark, Winnipeg, Associate; John Watkinson, Winnipeg, Active.

New Members Welcomed

On motion of Messrs. Burland and Graham the report was adopted and aplicants were received and welcomed by the president.

The Special Committee re applicants for embalmers' license then reported through convenor R. Macpherson that the Association could do nothing more than abide by the ruling of the Act which stated that all such applicants shall have twelve months' experience under a licensed embalmer in the province before applying for license, and recommended that the Association issue diplomas only to members successfully passing the examination set by Provincial Board of Health through its Examination Board.

Voices from the East

C. W. Greenwood from the East was then introduced and spoke in a very able manner on the marvellous advances made in the last twenty-five years which came about largely by Association endeavor and exchange of ideas. He was followed by J. B. McIntyre of St. Catharines, who gave interesting reminiscences of past history of Canadian and American Associations since 1876.

Secretary Matthews of Toronto and President Morris of Bowmanville, as well as N. Cobbledick of Toronto, also spoke conveying greetings from the Canadian Embalmer's Association.

Resolution Committee reported: "Resolved that the Association appoint two more members to the Executive in addition to the present Executive Board as at present constituted.

"Resolved that the Executive be instructed to take up the revision of the Constitution and report at next Convention, for aproval, and we would recommend that the travellers fr the casket houses be admitted as honorary members.

"Resolved that the thanks of this Association are due to

You Should Attend

THE

CONVENTION

Of Your Association

-:-

September 6, 7 and 8

-:-

All the sessions will be practical.

Demonstrations will be given by our own members.

Talks by Provincial Authorities on Sanitation, Transportation and Registration.

Casket Trimming and Casket Woods will be demonstrated.

Costs will be dealt with by a Canadian Funeral Director who has a system for the big and the little fellow.

It will be a *Practical Convention.*

Come to the picnic and games.

Come to the banquet, meet the boys.

Canadian Embalmers Association Convention

TORONTO, September 6, 7 and 8

the trade for the good time they have given us during our visit to the city, and

"That we recommend that in future we have a four days' Convention."

Resolutions Approved

The report was discussed clause by clause and on motion of R. Macpherson and J. Kerr adopted as read.

Tuesday evening the delegates were entertained by an auto ride around the city followed by an hour looking through Manitoba's beautiful Parliament Buildings.

Wednesday A.M. Session opened with lecture and demonstration on cadaver by Professor Worsham.

F. W. Matthews entertained the Convention by a very interesting demonstration of Salesmanship consisting of receiving the customer and completing the sale of the casket, Mr. Chas. Crossland acting as the client. After some discussion on the subject the Convention adjourned till following morning.

Wednesday afternoon was devoted to a boat ride down the Red River on S. S. "Keenora," with ball game, races, etc., at Keenora Park. This outing was under the auspices of the local supply houses and was largely patronized and much enjoyed, 150 sitting down to the tables for supper. At 8 P.M. delegates returned and were treated to a theatre party at the Pantages, thus ending a most happy outing.

Thursday A.M. session again opened by a lecture by the Professor till 11.30.

The New Officers

Election of officers then took place, resulting in following being duly elected: Hon. Pres., J. Thomson; President, J. F. Thomson; 1st Vice-Pres., A. J. Taylor; 2nd Vice-Pres., Mrs. V. W. Guymer; Secy.-Treas., A. B. Gardiner; Serg. at Arms, J. Moody; Executive Committee, R. Macpherson, A. S. Bardal.

The afternoon session opened by introduction of W. McKeague of Saskatoon, who spoke briefly and in a happy vein.

Mr. Greenwood of Stratford and W. S. Yule of Swift Current, Chairman and Secretary of proposed National Association, spoke outlining the steps taken to form a National Association for Canada.

R. Macpherson was appointed as our delegate to confer with the visitors and bring in a report on advisability of forming such an Association. This was followed by a further lecture and demonstration by the Professor.

The Committee on formation of proposed National Association desired to report and the meeting was thrown open to them. They reported as follows:

"Your Committee appointed on procedure beg to report as follows: 1. That the officers of the Canadian National Funeral Service Association be elected, consisting of President, First and Second Vice-President and Secretary-Treasurer. That the First Vice-President be chairman of the Constitution and By-Laws committee; the Second Vice-President be Chairman of Resolution Committee; each of these committees to be composed of two members besides the chairman, and these members to be appointed by the Chairman of said Committees.

2. That the annual assessment on the Provincial Association be 25 cents per capita for members in good standing, to cover running expenses.

3. That the Association's Executive Commitete be composed of the elected officers, the President to be Chairman of said Committee.

(Sgd) W. N. Matthews, W. A. Edwards."

Favor National Association

On motion of Macpherson and Bardal the report was received and adopted, the meeting for formation of such Association to take place Friday morning.

A very interesting casket-trimming contest followed, six contestants taking part, the winner being E. Graham with 85% and W. J. Clare with 75%, both doing splendid work with good speed. There was also at 2 P.M. the examination of applicants for embalmers' license conducted by the Board of Examiners.

At 7 P.M. there was a complimentary dinner and banquet given to the visiting delegates at the Purple Room of the Fort Garry Hotel. Greetings and felicitations were exchanged and a splendid spirit of good fellowship evidenced by the members of the various associations. Splendid speeches and addresses were given by C. N. Greenwood, W. S. Yule, J. B. McIntyre, R. Macpherson, T. Simpson, Professor Worsham,, A. B. Gardiner, Fred Matthews, J. Thomson, J. F. Thomson, Chas. Crossland, W. Robinson and others.

Professional Notes

Small boys with matches are held responsible for a blaze which destroyed the warerooms of N. W. Brennan, and son, funeral directors, Moore Street, North, St. John, N. B., last month. Caskets valued at $1,000 were consumed. The total loss is about $3,000.

C. W. Tudor has purchased W. F. Slingerland's business at Thedford, Ont.

The Universal Cement Casket Co., Ltd., Dunnville, Ont., has been incorporated with a capital of $1,000,000 to make burial caskets under a new process. B. F. Bascue is manager.

Chief Coroner Geo. W. Graham and Chief of Police Dickson of Toronto have issued strict orders that in future where persons are found dead under extra-ordinary circumstances their bodies must be left as found until a coroner can be called to make a careful investigation.

Wm. Wray (Reg.), Montreal, have dissolved and re-registered under the same name.

The bodies of 1525 U. S. soldiers killed in France were returned to this side of the ocean last month.

A. L. Oatman who located in London, Ont., but a year ago, lately purchased the former residence of Mrs. Green at the corner of King and Colbourne streets that city, remodeling and expanding this place appropiately to accommodate his large fleet of motor car equipment. Mr. Oatman now has one of Canada's most beautiful funeral homes valued at more than $ 25.000. We hope to give our readers detailed appointments of the Oatman quarters in photograph within the near future.

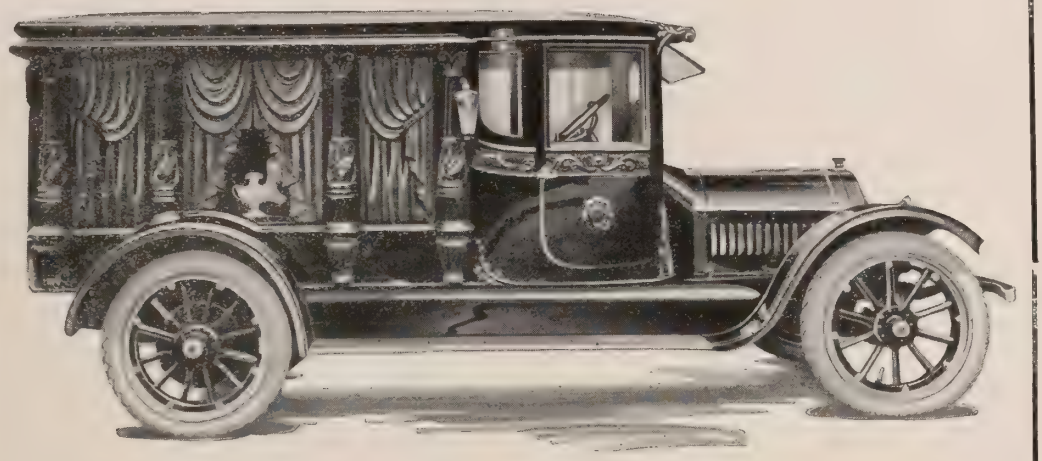
At the recent Kent and Essex Funeral Directors Association convention held at Kingsville, Ont., Mr. Burrows of Chatham was the principal speaker. One of the Detroit funeral directors also gave some good advice.

Fred L. Corey has sold his business at Gaytown, N. B.

An Italian histologist, Prof.G. Paravicini. of Milan, has it is said discovered a method of embalming which will preserve a body indefinitely and also keeps the natural color and contour.

A hundred acre farm purchased by the city of Kitchener, Ont., as a cemetery site, has turned out to be worthless for cemetery purposes, being nothing more than a gravel pit. The city engineer says it cannot be used.

The Scotstown Union Church and cemetery co., Scotstown Sask, has been incorporated.



OUR plant is now situated at 187 Dufferin Street, Toronto, at the rear of the Toronto Furniture Co. Building.

Our facilities and equipment are most up-to-date, and we are producing a high grade of hearses, casket waggons, etc.

Visiting Funeral Directors who are in Toronto for the Canadian Embalmers' Association Convention should take this opportunity of visiting our plant and seeing these vehicles under construction.

The Wattman Car & Body Limited

187 Dufferin Street

Toronto Canada

CANADIAN NATIONAL FUNERAL SERVICE

Name chosen for Dominion-wide association—Winnipeg meeting a huge success—Saskatchewan convention falls into line—Next annual meeting to be held in Toronto next year

ON Thursday, July 7, following the close of the Western Canada Funeral Directors Convention at Winnipeg, the delegates of the profession from Eastern and Western Canada met in conjunction with the Manitoba funeral directors to discuss the advisability of forming a Dominion-wide organization which would take under its care the various provincial associations now assisting.

The meeting was called following the preliminary discussion which took place last fall at Toronto, when the Canadian Embalmers Association and delegates from the Maritime Provinces and the West considered it a good thing to form a nation-wide organization.

The committee appointed last fall, consisting of Messrs. C. N. Greenwood, Stratford; Mayor Yule, Swift Current; A. B. Gardiner, Winnipeq, and T. W. Matthews, Toronto, worked hard to bring to fruition this Winnipeg meeting, and it speaks well for their efforts that they met with such success.

The Western men at the Winnipeg meeting were just as enthusiastic about the formation of a Dominion Association as were the Eastern men at Toronto last year, so it was unanimously resolved to go on with the organization of a Dominion-wide association.

Examination

—By—

The Board of Examiners

—To be Held at—

Toronto, Thursday, Sept. 8th, 1921.

The Government Board of Examiners, under the Embalmers' and Undertakers' Act, will conduct an Examination in the Anatomical Section of the Toronto University, commencing Thursday afternoon, September 8th, 1921, at 2 o'clock, and continuing Friday, September 9th, morning and afternoon.

Candidates wishing to take the Examination for qualification and Government license as embalmers will send in their application and fee of $20.00 to the Secretary not later than September 1st, 1921. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
Secretary-Treasurer,
Sault Ste. Marie, Ont.

The choice of a name was the first debatable topic, a lengthy discussion taking place on the use of the word "undertaker." A motion to do away with this term was proposed by F. W. Matthews, Toronto, and carried. This left the air free to put the main motion—that this organization be called the "Canadian National Funeral Service Association—which was then carried unanimously.

Elections followed, these resulting as follows: Honorary Presidents, J. B. McIntyre, St. Catharines, and John Thompson, Winnipeg; President, C. N. Greenwood, Stratford; First V. P., W. S. Yule, Swift Current; Second V.P., R. Macpherson, Brandon; Secretary-Treasurer, A. B. Gardiner, Winnipeg. A special committee to take up the matter of Proceedure was named with F. W. Matthews, Toronto, as chairman.

Before adjourning it was decided to hold the next meeting of the Canadian National Association at Toronto in September 1922, the exact dates being left open for consideration.

Following the meeting a banquet was tendered the visiting delegates at the Fort Garry Hotel by the Manitoba Association, more than fifty outsiders being present. R. Macpherson, of Brandon, acted as toastmaster. Among the numerous brief addresses, the one delivered by J. B. McIntyre of St. Catharines was particularly impressive. Mr. McIntyre is the pioneer funeral director in Canada, having entered the business shortly after leaving college in 1865.

Commenting on the gathering at Winnipeg, *The Free Press*, of that city said: "The spirit of the meeting was unanimously in favor of a national association to operate in a manner similar to the one in the United States. Various delegates outlined the good that might be accomplished in the way of education, and standardizing the profession throughout Canada, as well as to work in closer cooperation with the provincial boards of health, whose work was closely allied with that of the funeral directors."

The Ontario delegates who attended the Winnipeg Convention left on Saturday, July 2. In the party were Mr. and Mrs. F. F. Morris, Bowmanville; N. B. Cobbledick, Harry Ellis and F. W. Matthews, Toronto. Mr. and Mrs. J. B. McIntyre, St. Catharines, joined the party at Hamilton, and Mr. and Mrs. Greenwood, Stratford, at London.

Boat was taken at Sarnia for Port Arthur. Mr. and Mrs. T. Simpson of the "Soo" joined the party on Sunday, the Eastern delegation reaching Winnipeg on Monday, where a reception committee met them and took them to the Fort Garry Hotel, their home for the week.

On Tuesday the visitors attended the opening meeting of the Western Canada Funeral Directors Convention, where they enjoyed the hospitality of that institution and were introduced by the President.

The entire Eastern delegation left for home feeling well satisfied, and are of the opinion that seed has been sown for great things in the funeral directing profession.

The Saskatchewan Association in convention at Saskatoon on July 13 unanimously favored the linking up of their members with the Dominion Association, and sent a wire to that effect to President Greenwood at Stratford.

CAN EMBALMING BE SAVED?

IS EMBALMING WORTH SAVING?

Written for Canadian Furniture World and The Undertaker

By HOWARD S. ECKELS

THIS is the season of the year that tries the soul of the embalmer and more than any other proves the fallacy of the vein injection method.

The thermometer is up in the nineties, the sun is streaming through a misty haze ofhumidity—in short, as I write this I am in the midst of one of the "muggiest" days I have known in years.

By a strange coincidence there comes to my desk—just at the opportune time—a letter from an undertaker in New York State who writes:

First case:—"I was called the other day to take care of a body that had been drowned. It was not in the water any length of time but I noticed some scratches on the face and one quite deep. It was very hard to get any blood to drain from the auxiliary vein; I got about one and a half quarts. I used a weak fluid for the first injection and the second I used one-half a bottle of fluid to one-half gallon of water. I used two bottles of fluid in arteries and one bottle of fluid in veins. I drew about a quart of blood from the lungs, mixed with water, and also went into the cavities and drained what fluid I could. I put a bottle of fluid into the cavities and the body looked fine except for the few scratches inthe face.

"The next day I went back and found the face spotted quite badly but not dark—rather reddish spots. I could not account for this but thought that probably they might disappear. I used some flesh tints and these helped so that the scratches could hardly be seen.

"The following day I was called and found the body purging a little. I drew about a cupful of bloody fluid from the lungs and that is all I could get. I injected about half a bottle of full strength fluid but the red spots showed up more than ever. I had the funeral the next afternoon. The body did not purge any more to speak of, but at times it would start a little from the nose. Please tell me my mistake and what I should have done.

Second case:—"I also was called last week to take care of a body of a young lady 25 years old. She had been sick only seven days and the doctor said she had congestion of the lungs and appendicitis trouble, but that she was getting along nicely until shortly before her death, which was very sudden.

"I noticed when injecting that the body became spotted, but not the face and hands. The spots became very dry. I used three bottles of fluid and she looked very well. Her face seemed to be flushed just a little when I put her in the casket, which I had to do immediately after embalming as I had to drive sixteen miles to get a train to ship the body to Albany, N.Y., and had only four hours from the time I was called. Please tell me what caused these spots, or did I inject too rapidly? F. H. C."

Note that in the second case no mention is made that the body was embalmed by the vein injection method, but it shows every trace of having been done that way since in effect his results were similar to those secured in the drowned case, on which he cites having used this method.

Now let us carefully examine these cases, especially the first case in which he definitely states that one-half gallon of fluid was used in the vein. Let us try to answer his question; what the trouble was and what mistake he made.

Every embalmer, of course, understands that the trouble was failure to secure an even circulation through the tissues in the face; that is what caused the spotted discolorations. Where the fluid flowed through the capillaries, washing out the blood, a lighter color of the skin and tissues was produced. Where this complete circulation did not occur, the lack of fluid quickly showed up in the hot humid days we have been having.

Apparently everything had been done and thoroughly done, just as the vein injectionists claim always should be done.

Where the body is buried quickly, or in the winter time when the weather is mild, the embalmer sometimes can get away with it, but a day like today shows up the whole trouble, which in this case was caused by the very thing which the vein injectionists have been laying frantic claim to being a virtue—back pressure.

It is not essentially difficult in either of those two cases to secure capillary circulation if nature's method is strictly adhered to and the fluid is permitted to flow from the arteries to their branches and sub-branches, into the capillaries, driving before them the discoloring blood and saturating the tissue with a preservative fluid.

A number of wordy, if not wise writers on the vein injection method have for a long time been pointing out the advantages of being able to produce back pressure. The undertaker who has written to me about his trouble showed their decision and he produced the back pressure which was wanted, according to that method, as being so desirable a thing, but which produced exactly what back pressure will produce in any similar case—a spotted circulation—spotted because wherever the back pressure is produced there can be no complete circulation from the arterial side through the capillaries in the tissues to the veins where the discolored blood should always be driven. Where he did get caapillary circulation, it was through the arteries and it whitened the tissues. You cannot uniformly secure capillary circulation through the veins, but you can produce a back pressure in some veins where the valves have lost control, which will make it impossible to secure complete capillary circulation from the arterial side.

Fluid takes the course of least resistance and it is natural therefore that where back pressure was produced that the fluid circulation would diminish through these channels and increase through those where the veins were unobstructed by any back pressure. Consequently no fluid having reached the surface tissue in those sections where vein injection produced the back pressure, the early stages of decomposition were reached quite quickly under the combined influence of the heat and moisture to which we have been subjected.

(To be continued)

Clark Bros & Hughes, Ltd., Winnipeg have been incorporated under a provincial charter and a capital of $ 20,000 to carry on the funeral directing business of Clark bros. & hughes. The incorporators are Mrs. Mary W. Clark, Wm. Tracy, undertaker, Florence Tracy,book keeper and two solicitors.

THE LAST CALL FOR C. E. A. CONVENTION

All in readiness for opening on Tuesday, September 6—Program whipped into shape—Important reports, interesting lectures, practical demonstrations—Picnic, games, banquet and concert

THE final touches are being put to the program for the forthcoming convention of the Canadian Embalmers' Association Convention.

For the first time the whole of the convention week's proceedings will be devoted to business pertaining to the Association and to the profession.

The topics for discussion in which the members no doubt are interested will be the future of the Ontario organization and the lines it should adopt for the welfare of its members from now on.

All the officers are expected to bring in good reports—at least reports showing they have been active during the past year.

Besides, the various special Committees appointed either at last year's convention or by the Executive, should have some interesting reports suggesting improvements or new methods to meet present-day needs. Among these committees to report are the publicity, finance, legislation, membership, and that dealing with the formation and organization of the National Association.

The Bill of Fare

Of the program itself, there are to be a number of interesting addresses—Dr. McCullough will talk on "sanitation" and "the shipping of dead bodies;" an official of the Registrar-General's Department will speak on "registration," and a prominent credit man will speak on that important topic for every funeral director, "capital, credits, and system."

Practical embalming demonstrations will be given by the members themselves on the three principal evenings of convention week. Every member who attends is expected to take his part in this work, and opportunity for all to do so will be given.

Another demonstration, that of casket trimming, will be conducted on one of the days by city and country men. This will be in the nature of a contest. It is to be hoped that much good will evolve as a result of this. Most of the country men will have the advantage in knowing the woods entering into the making of a casket, but will they be able to trim a casket as well as, or better than, the city men? Time will tell.

Picnic the Best Ever

The big annual outing will take place on Wednesday afternoon of convention week, Sept. 7. It is planned to make this affair bigger and better than ever. The baseball game, which has worked itself into a big feature, will go the limit of nine innings. Both travellers and directors are confident of their team's success.

Games and races will be run off for the benefit of the ladies and for the older men who feel they cannot take part in the more strenuous exercises, and topping it all will be the banquet tendered by the manufacturers at Hotel Manitou.

Should the weather man be gracious the dinner will be served on the lawn, where provision can be made to accommodate the hundreds of members and their families who attend.

The concert features will be looked after by our own members. There are some surprises in store. Come and see your friends who missed their vocation by neglecting the vaudeville stage.

Remember the Convention dates—Tuesday, Wednesday and Thursday, September 6, 7 and 8.

Remember the School Dates

The school will be conducted during the week previous, commencing on Tuesday, Aug. 30, in the Anatomical Building of Toronto University. Prof. Albert Worsham of Chicago, one of the foremost embalming professors of the American continent, will have charge of the school. His name is sufficient guarantee that only the best results should be obtained by all who enter this year's school class.

PROFESSIONAL NOTES

Fred Wray, 290 Mountain St., Montreal, one of Canada's leading funeral directors, underwent a very serious, but successful operation July 27. His many friends will be happy to know that Fred is doing nicely, and hope for his complete recovery within a short time.

Edgar Wray, oldest son of Fred Wray, Montreal, at a lawn party lately while carrying some 14 persons from the summer home at Strathmore for a ride in his motor boat, saved the lives of two young men who had capsized and were hanging onto their canoe after being in the water for two hours and a half. As Mr. Wray tells it, one of the men added much humor to the situation by holding high above his head a bottle said to contain highly-proofed spirits of frumenti. When asked whether the young men saved were French, Edgar replied that they were English-speaking men; in fact he claims that the man holding up the bottle of whiskey at the risk of his life was Scotch—not too stingy or anything to give up the liquor, but would just as soon be dead as to bewithoutit. Seems that it's a good thing the Scot lives in Montreal.

Walter Evel of the Evel Casket Company, and Dr. G. W. Ferguson of the Champion Chemical Company, made a special trip recently to Montreal to see Fred Wray before the latter was operated upon, remaining there until it was stated that Fred was well out of danger.

Over 3,000 school children performed the annual ceremony last month of placing flowers on the graves of Canadian soldiers in Shorncliffe Cemetery.

The bulletin of the Cincinnati College of Embalming for 1921 has just been issued for the 39th, successive year. It is full of illustrations and information relative to the embalming courses given at this school.

M. D. Irvine has purchased Kitching & Co's. business at Grimsby, Ont. Mr. Irvine was formerly with Dominion Manufacturers, Ltd., and more recently with Washington & Johnston, Toronto.

The Saskatchewan Funeral Directors Association held their annual convention on July 12, 13, and 14 with seventy members present.

Among those attending the Halifax Convention Aug. 16, 17 and 18, from Toronto will be Dr. G. W. Ferguson, who makes that visit his annual holiday down East and claims that the Maritime Provinces are to be enjoyed at their very best at this time of year.

Undertakers Shipping Directory

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Pierce & Co.

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Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.
Williams & Cann.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Chatham—
A. L. Jahnke.

Dungannon —
Sproul, William

Elmira—
Chris. Dreisinger.

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57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
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Reid, Jas., 254 Princess St.

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Walsh & Weston.

North Bay—
F. J. Martyn.
Wagar Furniture Co. Ltd.

Orillia—
Mundell, J. A. Phone 126.
150 Mississaga St

Oshawa—
Luke Burial Co
D. W. Dalton, Motor Equipment.
Disney Undertaking Co.

Ottawa—
Geo. B. Burney, formerly of Rogers & Burney, 338 Somerset St., Phone, Queen 81.
Geo. B. Burney, H. B. Burney.

Owen Sound—
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Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
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P. R. Williams & Sons.

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Greenwood & Vivian, Ltd.
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White & Co., 80 Ontario St.
Downs & Fleming.

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1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
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1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
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Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

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A. Norris & Son.

Welland—
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Sutherland, G. W.

Whitby—
Nicholson & Seldon.

Windsor—
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J. A. Oates.

Woodstock—
Paul Bedford.

MANITOBA

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Winnipeg—
Thompson Co., J., 501 Main

SASKATCHEWAN

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P.O. Box 53. Phone 99.

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Tees & Co.,

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Tuttle Bros.,
171 Lutz St.

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At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

H. S. ECKELS & CO'S CANADIAN LABORATORIES

Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.

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FOR SALE—WANTED

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage.

FOR SALE—Old established and reliable Furniture and Undertaking business in prosperous Western Ontario town of five thousand inhabitants. Owner wishes to retire. All letters treated confidentially. Apply Box 121 Canadian Furniture World and Undertaker, 51 Wellington St. W., Toronto. 7-2

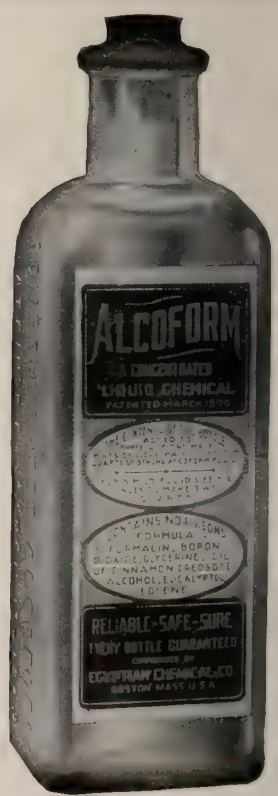
WANTED—To purchase small Horse Hearse, must be light and up-to-date. J. L. Dixon, Winchester Ont. Box 248. 7-2

BUSINESS FOR SALE—A good furniture business is for sale in the town of Dauphin, Central Manitoba. Population of town 5,000, rural population 3,000. Dauphin is the divisional point of the Canadian National Railways. Business has advanced steadily with growth of town; yearly turnover $45,000. Good reason for selling. Reference Bank of Montreal. Apply to Dauphin Furniture Co., Dauphin, Man. 8-1

FOR SALE—Undertaking and Furniture business in good live village in centre of wide territory of wealthy farming community. No furniture on hand at the high price. Owner going into larger business. Apply to Box 122, Canadian Furniture World and Undertaker, 51 Wellington St. W., Toronto. 8-1

FOR SALE—Hearse with set of rubber tire and steel tire wheels and bob sleighs, in good condition; worth $1500; sell for $800. Casket wagon with set of bob sleighs; church truck; cooling board; grip of instruments; black, silver trimmed candelabra. R. J. Porte, Picton, Ont. 8-1

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Patented Formula
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Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

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Larger Bottles filled up with water

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Water from your Faucet and Champion

Make the highest quality and most economical embalming fluid.

CHAMPION IS UNEQUALED as a preservative in the most extreme cases, and produces that much desired life-like appearance that means prestige for the Undertaker.

CHAMPION WILL PROTECT your reputation and save needless worry.

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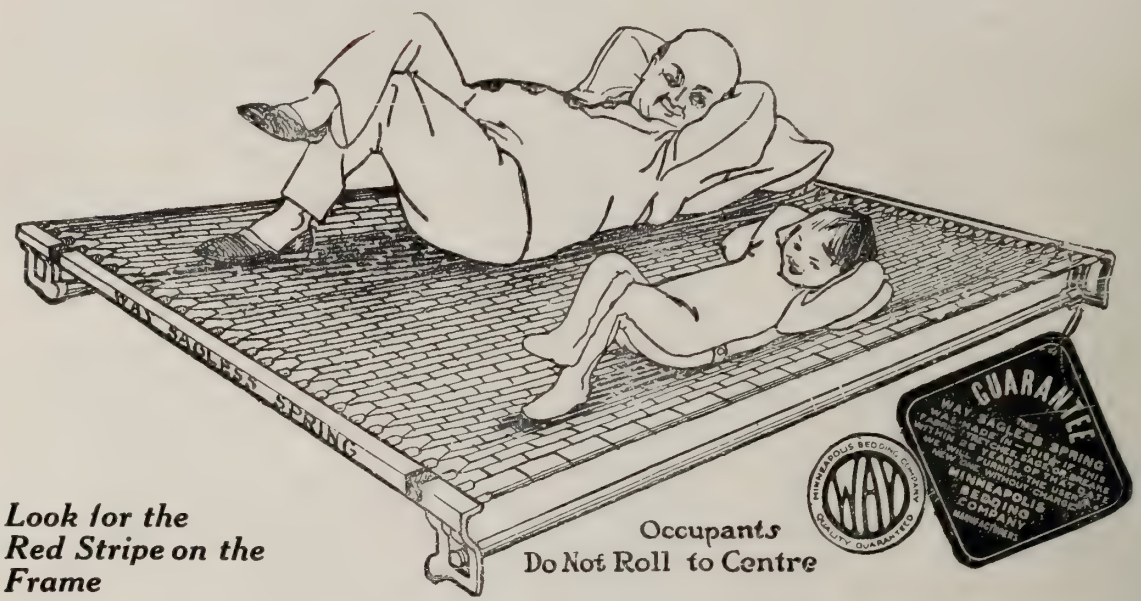
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Canadian Manufacturing Plant, WINDSOR

41 Years in Business-Means-Satisfied Embalmers

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No sag in any way



Look for the Red Stripe on the Frame

Occupants Do Not Roll to Centre

Way Sagless Springs are being nationally advertised: this is creating a demand which every dealer should help to supply, thereby increasing his sales and profit.

Each Way Sagless Spring carries a ***25 year guarantee*** against sagging, stretching or breaking—this unqualified guarantee is your best selling argument.

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Mersereau Beds and Way Sagless Springs will be displayed in our usual booth in the Process Building at the Canadian National Exhibition. Many new designs in brass beds will be shown, and furniture dealers will receive a hearty welcome at our display.

The Canadian Mersereau Co., Limited

Florence Street, Toronto, Ont.

BUILDERS OF BRASS BEDS OF QUALITY

Vol. XI., No. 9

Published by The Commercial Press, Limited
51 Wellington West, Toronto

SEPTEMBER, 1921

The Canadian FURNITURE WORLD

AND THE UNDERTAKER

In This Issue

Stimulating Fall Business.
How Some Dealers Keep on the Map.
Transforming Houses Into Homes.
Building up Furniture Business on Newspaper Advertising.
Furniture Display at Toronto Exhibition.
Stratford Manufacturers Visit the Maritime.

Toronto, September, 1921

"Sterling" Upholstered Furniture



The careful dealer never sells Upholstered Furniture that does not come up to his customers requirements of quality. To give lasting satisfaction Upholstered Furniture, more than any other kind must have quality—it cannot be cheapened.

"Sterling" Chesterfields and Chairs give satisfaction to customer and dealer at a price that is satisfactory to both.

The illustrations are from our No. 777 Suite and like all our productions is built from the highest grade of materials throughout and absolutely guaranteed.

Sterling Furniture

Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect

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DAY BEDS

In Period Designs

As an article of utility alone these Period Day and Night Beds would lay claim to a great deal of your customers' attention, but added to this the charm and simplicity of the designs in which they are made, produce a piece of furniture that is undeniably attractive.

The illustration above shows how this charming Day Bed can be converted into a most comfortable full length bed at night.

The attractive prices at which we are able to offer this line should not be overlooked by any dealer.

Quotations will be promptly furnished,

THE KINDEL BED COMPANY, LIMITED

STRATFORD - ONTARIO

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This attractive Suite is made in American Black Walnut only, and is a most desirable purchase for those of your customers who appreciate good taste in design as well as our excellent craftsmanship and high quality materials.

Write us to-day for prices



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The McLagan Fur

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No. 8003 Rocker



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Suites

ITALIAN



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Another Library Suite which is destined to be very popular. It can be had in American Black Walnut and Quartered Oak. Your customers will take a liking to it right away, it is so attrcative from every viewpoint.



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niture Co., Limited

ONTARIO



No. 8422 Library Table



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No. 8418 Library Table



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Do Prices Count When Making A Sale?

Every dealer will admit that no matter what the quality is the price has a great deal to do with the completion of a sale.

Globe-Wernicke Sectional Bookcases have always sold and will continue to sell on quality, but now that we have been able to reduce our prices there is no denying that there will be more sales—therefore more profits for the dealer.

Styles	Old Price	New Price
STANDARD		
DX TOP	$4.50	$3.75
D-8½	7.50	6.75
D-10¼	7.75	7.00
D-12¼	8.00	7.25
DX BASE	4.50	3.75
PLAIN OAK	32.25	28.50


Utility


Double Colonial


Single Colonial

The Globe-Wernicke Co. Ltd. *Makers of Sectional Book*

STRATFORD FURNITURE

Globe-Wernicke *Means*

Increased Sales This Fall



Like so many other furniture manufacturers we are doing our utmost to speed up the furniture business this Fall. The busy bookcase season is just beginning and the wise dealer will let his customers know of our reduction in prices, and will feature Globe-Wernicke productions extensively. The same high quality is maintained, with a wide selection of styles.

Styles	Old Price	New Price
ART MISSION		
ART MISSION TOP	$ 7.75	$ 6.75
ART MISSION-8½	11.75	10.00
ART MISSION-10¼	11.75	10.00
ART MISSION-12¼	11.75	10.00
ART MISSION LEG BASE	7.75	6.75
QUARTERED OAK		
	50.75	43.50


Standard


Double Art Mission


Art Mission

cases and Filing Cabinets Exclusively STRATFORD, ONTARIO

STRATFORD FURNITURE

Dining Room Furniture



No. 684—China Cabinet.
Top 15 x 39 in.



No. 684-5—Diner.



No. 684—Buffet.
Top 21 x 48 in.

Every furniture dealer knows that now more than ever before, he must select suites that in style, quality and price are what his customers want. If he is to show a profit he must pay strict attention to these things.

Furniture of genuine value that will sell is our aim. The Stratford Chair line has proved at all times to be a quick seller.

Your enquiry as to price and further and careful attention.

THE STRATFORD

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Member Home Furnishings Bureau, Inc., 1921
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No. 684—Diner



No. 684—Table.
Top 44 x 44

Suite No. 684 shown here, is in plain oak and has shown itself to be a good seller. It is distinctive and refined in design; the quality is up to the usual Stratford Chair high standard, and the price is an inducement for your customer to buy.

This suite in your window will arouse interest and help create a demand.



No. 684—Buffet
Top 21 x 48 in.
Mirror 8 x 42 in.

particulars will receive our prompt
Write to us to-day.

CHAIR COMPANY
ONTARIO

STRATFORD FURNITURE

Reed and Rattan Furniture

Always Popular



"Substitutes" for genuine Reed are now "out of date". There is no proper substitute, and there is now plenty of good Reed available. We are ready to serve your fall requirements.

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IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

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2 cents per word per insertion

The Commercial Press, Ltd., 51 Wellington W., Toronto

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Period Diningroom Furniture

KITCHENER ONTARIO CANADA



No. 2035 48" X 60"



No. 2036
HEIGHT 45½"
WIDTH 72" DEPTH 24



No. 2035



No. 2035
HEIGHT 63"
WIDTH 50"
DEPTH 17"



No. 2035 A



No. 2035
HEIGHT 49" WIDTH 72" DEPTH 24"



No. 2035
HEIGHT 39" WIDTH 42" DEPTH 18½"



No. 520

Sales Possibilities

¶ Every dealer is on the lookout for sales possibilities, and it does not require a microscope to see the sales possibilities in M&H Furniture. ¶ The quality, construction and finish are just what they should be, and the most severe examination only serves to disclose the further merits of our productions. ¶ Your customers are impressed with the grace and beauty, and are delighted with the values offered them in this line. Designed and produced with the greatest care and skill, M&H Furniture is something that every dealer is proud to display.

Malcolm & Hill, Limited

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Branch Factory LISTOWEL



FURNITURE OF THIS STANDARD

will inevitably increase the prestige of your shop.
Show the public Malcolm productions and they will come again. A Malcolm Suite sold is a customer satisfied and a satisfied customer is your greatest asset.

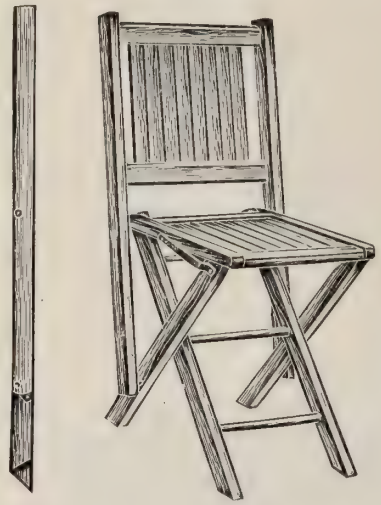
THE ANDREW MALCOLM FURNITURE CO., LIMITED

Head Office: KINCARDINE *Branch Factory:* LISTOWEL

NON-TIP FOLDING CHAIR

SIMPLE - STRONG - SAFE

Guaranteed to hold 200 lbs. and not tip forward.



Folded No. 16 Chair

Folds perfectly flat. Can be stored in small space. All movements work on strong steel stampings, firmly rivetted to frame and cannot loosen.

Made from selected hardwood and finished "Natural."

This chair is "UNEXCELLED" for use in Theatres, Halls, etc., and is also an excellent chair for card parties.

We also manufacture and can ship immediately

Camp Cots	**Invalid Adjustable**	**Jardiniere and**
Chairs	**Tables**	**Smoker Stands**
Stools	**Bed Trays**	**Screens**
Camp and	**Bed Rests**	**Ironing Boards**
Card Tables	**Curtain Stretchers**	**and Tub Stands**

Otterville Manufacturing Company, Limited

OTTERVILLE :-: ONTARIO

Better Doll Carriages

The same skilled workmen, the same selected materials, the same attractive finishes which characterize SIDWAY Baby Carriages, are used in producing

Sidway

Doll Carriages

Yet the prices compare favorably with the ordinary kind.

Catalog sent on request.



SIDWAY MERCANTILE CO.

864 Dufferin St., Toronto, Ont.

Servicable *and* Beautiful

Upholstered Furniture is rising higher in popular opinion every day, and Woeller Bolduc Furniture fulfills all that is required by the most scrutinizing customers. It gives them the service that is demanded of it, and dealers would do well to feature it in their displays. It makes satisfied patrons and brings good returns.

Permanent showrooms in Waterloo; at 412 New Birks Building, Montreal, Mr. A. T. Edwards in charge; in Vancouver at 322-324 Water St., Mr.V. H. Wetmore in charge.



No. 568 Arm Chair
Size: 37 in. wide, 35 in. high, 40 in. deep.

Tapestry Grades	A	B	C
No. 568. Chesterfield	$143	$151	$159
No. 568. Arm Chair	$ 76	$ 80	$ 84

Photographed in "A" Tapestry

Woeller, Bolduc & Co.

Waterloo, Ont.

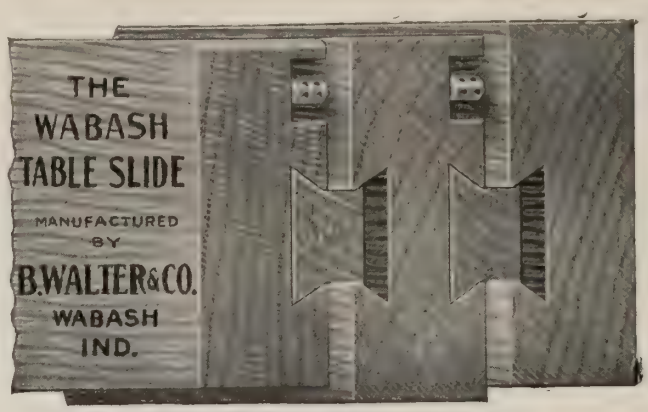


No. 568 Chesterfield. Size 86 in. long, 35 in. high, 40 in. deep.

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

HAVE YOU LOOKED INTO MATTHEWS MEDICINE CABINETS?

THEY CONTAIN MANY THINGS OF INTEREST
(*These prohibition times.*)

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA



Have you written yet about our special gross lot offer?

PEERLESS
FOLDING TABLE

A Handy Table for All-round Service

The Peerless Table can be pressed into service on almost any social occasion. When not in use it takes up very little room, and can be stored away with the greatest ease.

For these reasons it is an excellent seller, and well repays the dealer who handles it.

If displayed on your floor you are bound to get results. Get your order in early.

Hourd & Co., Limited Sole Licensees and Manufacturers DEPT. W LONDON

CHESTERFIELDS
CHAIRS
COUCHES

A "Super Upholstered" Line

Upholstered furniture that is honestly built. It is enthusiastically recommended to their customers by dealers who know.

Grand River Upholstering Co. : Galt, Ont.





The Meaford Line

Meaford Walnut Finish

We have produced a new finish which is to be known as the "Meaford Walnut Finish," and which up to the present has been particularly well received by furniture merchants who have had the opportunity of examining it and presenting it to the public.

The pieces shown here have the "Meaford Walnut Finish," which we believe will be a great favorite with your customers.

To interested dealers further information will be furnished upon request.

Meaford Manufacturing Company, Limited
Meaford, Ont.







Assurance

The assurance of a dealer to his customer, of the value and quality of the purchase, has great weight in completing a sale.

Art furniture is unhesitatingly recommended by dealers who handle it—the result is always complete satisfaction.

Satisfied customers think highly of your establishment and continue to patronize it.

Be able to give your customers complete assurance, and supply their furniture wants with Art productions.

Write us for quotations.



Art Furniture Co., Limited

Kitchener - Ontario

Customer Interest and Dining-room Furniture

We venture to say that every one of your cutsomers is interested to some extent in dining-room furniture, which shows that if you carry the line of furniture that is demanded, with regard to style, quality, and price, you will always have buyers.

The policy governing the manufacture of Beaver Furniture is based on these popular demands. The styles are always fashionable but never overdone, the quality is genuine, and the price is moderate.

Our Solid Walnut and Quartercut Oak Dining-room Suites are always good sellers. Write us for prices.

The Beaver Line

The Beaver Furniture Company, Limited

Kitchener -:- Ontario

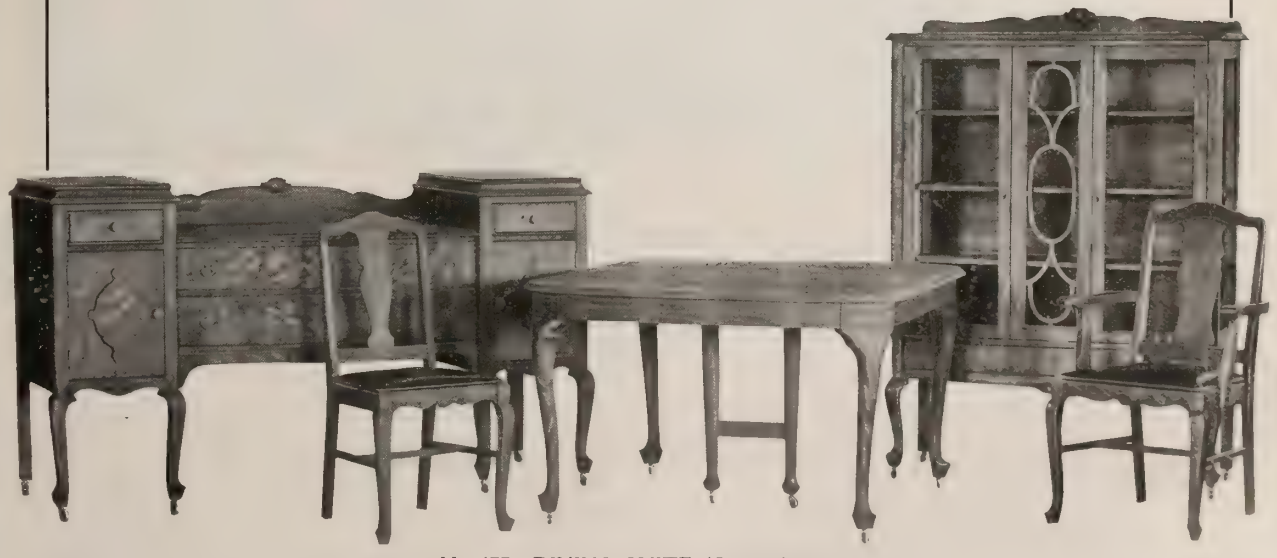
It Sells on Quality

The Dining Room Suite shown below is in one of our many period designs.

While delightful to the eye it is not lacking in more substantial qualities. Each piece is executed with exacting skill, and high quality is its chief characteristic.

The desire to buy is immediately aroused, and our wide range of period designs covers the requirements of various tastes.

THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER -:- ONTARIO



No. 477—DINING SUITE (Queen Anne)

The Gendron Manufacturing Co., Limited



Makers of

Children's Vehicles

Reed Furniture

Invalid Wheel Chairs

Write for catalogue desired.

The Gendron Mfg. Co., Limited, Toronto

SPECIALTY UPHOLSTERED FURNITURE



G Tapestry. Armchair or Rocker $36.00. Chesterfield $67.00.
Chesterfield 84 in. long: 34 in. high: 35 in. deep.

No dealer can deny the prestige that is derived from handling upholstered furniture of high quality. Specialty Furniture is the kind that gives lasting satisfaction because of its excellent construction and high grade materials.

Write for further particulars about this profitable line.

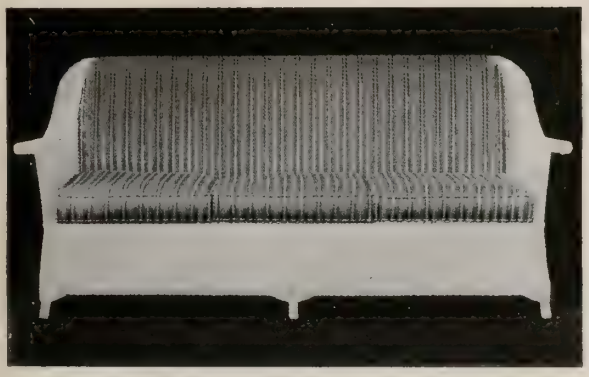
SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO

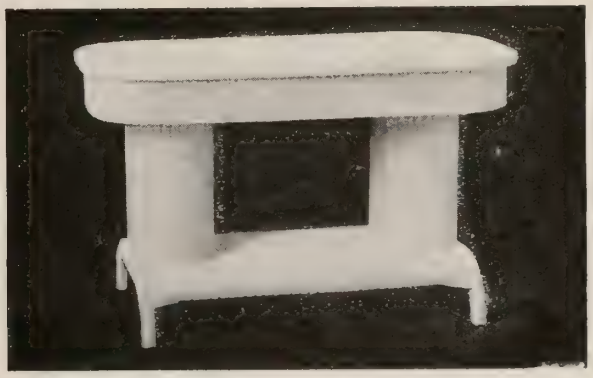
LLOYD *LOOM WOVEN* FURNITURE











WE are ready to announce to the dealers, whose Baby Carriage trade we have enjoyed so much, that we are now bringing out a line of Wicker Furniture which will rank even higher in the Furniture world than do our Baby Carriages in their line. The same care in the selection of raw materials; the same high grade of workmanship and the same perfection of weave enters into our Furniture as it does into our Baby Carriages. And the same *better* merchandise for *less* cost to everybody will also feature our Furniture. This is made possible by the inventive ability of Mr. Lloyd, whose mechanical genius has decreased our labor costs. We submit some of our new furniture samples above.

THE LLOYD MANUFACTURING CO.

ORILLIA FACTORY **ONTARIO**



The great popularity which upholstered furniture has attained points a ready market for a line that comes within the reach of the average purchaser.

The high quality of the materials used and the splendid workmanship throughout combine with taste in design to make a ready seller that is appreciated as much by the dealer as by his customers.

H. W. GLADY UPHOLSTERING COMPANY

Corner Union & Herbert Streets. Phone 400
WATERLOO :: ONTARIO

Even in Doll's Carriages—Why not the best



No. 71 Price $7.20

Please compare these patterns and prices not with those listed at $2.00 and $3.00 but rather those listed at $10. and $12.



No. 72 Price $8.25

These prices hold as long as the stock lasts. They cannot be produced at this price at present.

C. H. HARTSHORN, Kitchener, Ont.

Send your orders to Gem Crib and Cradle Co., Kitchener Ont.
Our Selling Agents'

GOLD MEDAL LINE





Another New Design in

DIVANETTE SUITES

No other make of Divanette can present so many points of practical utility as our new improved "Bell Construction." Strongly built interior of Steel with full size Link Spring supported by crossed steel bands and heavy gauge helicals, making a real comfortable bed. Mattress is J shape when closed, allowing full free ventilation, and there is ample room for storing away bedding.



No. 828 Suite

GUARANTEED GOLD MEDAL PRODUCTS

Watch for our New Designs in Cane Suites

The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE WINNIPEG

THE GOLD MEDAL BEDDING CO., LIMITED, MONTREAL



A Proven Success
Kapok Mattresses

Our Kapok Mattress is so built that it keeps its shape and does not stretch. It is filled with Japara Kapok 100% pure, which makes a light and resilient mattress.

There is always a market for a mattress that is light, durable and comfortable, and dealers cannot go astray in pushing this line to help develop an appreciative trade.

Write for our price list.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO OTTAWA

Chairs of Style Comfort and Quality

We have reached a standard of perfection in the manufacture of Ball Chairs, which furniture men who handle them realize means better business for them.

The large variety of styles, which are thoroughly in keeping with the taste of the times, are very attractive, and the quality of each piece throughout is always up to the high standard which we have set.

The Ball Furniture Company, Limited
Hanover - Ontario



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada

STORE MANAGEMENT COMPLETE

272 Pages **ONE DOLLAR FIFTEEN** 13 Chapters

Tells all about the management of a store, so that not only the greatest sales but the largest profit may be realized.— *By Frank Farrington*

THE COMMERCIAL PRESS, Limited
51 Wellington St. West, Toronto, Ontario

GUARANTEED MATTRESSES

WHEN buying an ordinary mattress the purchaser must take a great deal for granted regarding the filling, but with the *Aristocrat* and *Wellworth* there is no room for doubt. The outside can be carefully examined before a purchase is made, and the inside is guaranteed by us to be 100 per cent Pure Java Kapok. Our label is on every mattress—our absolute seal of integrity. ¶ Of standard weight, these mattresses are covered with a good grade of art sateen, and the workmanship is of the best. ¶ We can meet your requirements for all grades of mattresses. Write for further particulars.

Builders of the Hygienic Mattress

THE STANDARD BEDDING COMPANY

27-29 DAVIES AVENUE - TORONTO, ONTARIO

Every Home can use a "20th Century" Extension Table



No. 807

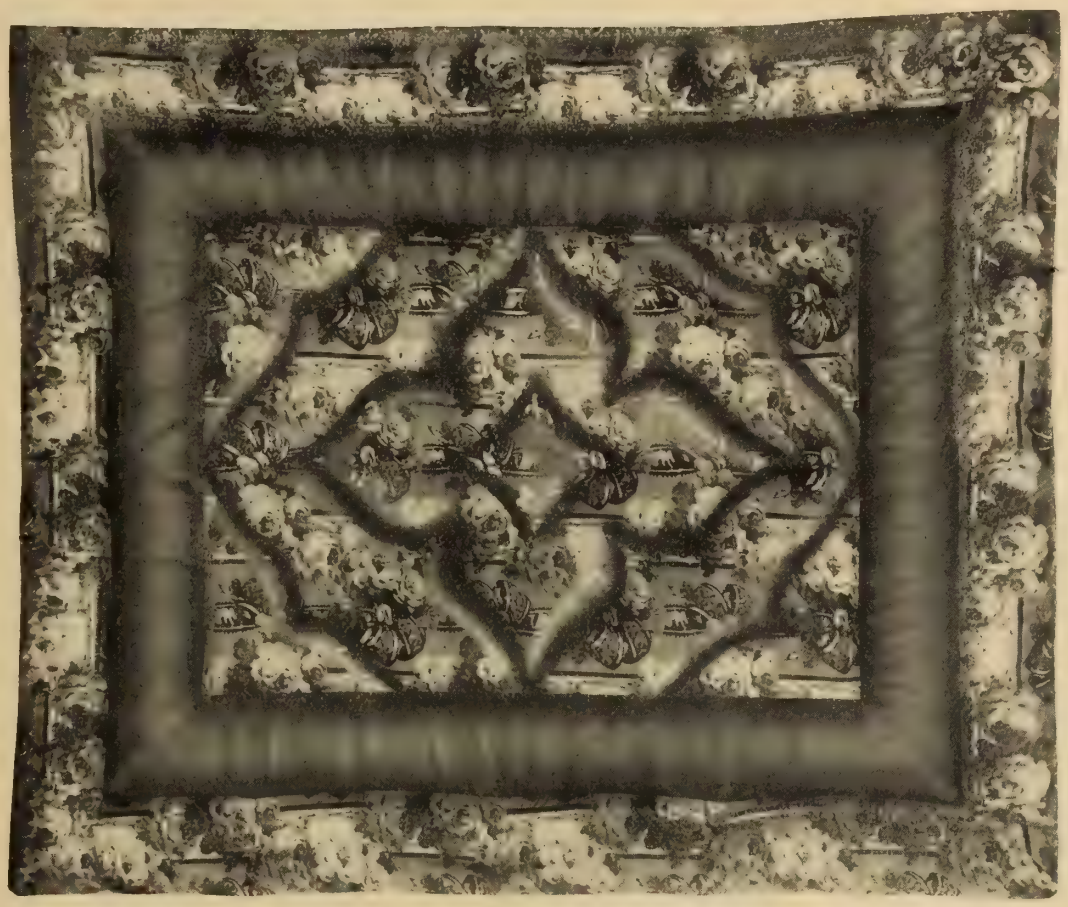
The fine appearance, exceptional quality, and unusual utility of the "20th Century" extension table, stamp it as an article of furniture that should find a place in every home.

It is not an article that stays on your floor a long time and takes up space, because, first of all it sells quickly, and secondly, it takes up only 50% of the usual space on account of the "Tilt Top" feature.

A worthy companion to the table shown here is the "Tilt Top" Twin Table which has also made a reputation for itself as a fast seller.

The Chesley Furnitue Co., Limited

CHESLEY - ONTARIO



OUR NEWEST LINE

DALMOR COMFORTERS

We have in stock for immediate delivery an exceptionally fine range of English down quilts. We would ask your comparison as to quality and price with any imported or domestic lines now being shown. We are giving you the advantage of to-day's lowest prices from the manufacturer. We might say that these quilts are filled with purified down and are absolutely down proof.

COTTON FILLED QUILTS *of* OUR OWN MANUFACTURE

As you know, we are converters of silkolines and chintz and the covering being the largest item in a cotton filled quilt you can readily understand why our values exceed those shown by our competitors, quality and design considered.

DALY & MORIN, LIMITED

LACHINE Manufacturers of MONTREAL

Window Shades

This Interior View shows a grouping of Snyder Furniture and demonstrates the fact that it is advisable wherever possible to show furniture, especially the better grades, in an appropriate setting. All the pieces shown will be found in our catalogue and can be obtained if desired.



An interior such as this made recently by the T. Eaton Co. in their Winnipeg store makes a splendid introduction for the fall season.

STIMULATING FALL FURNITURE SALES

Taking an interest in customers' needs—Telling the why of costs—Some schemes that stirred up sales—corn guessing contest—Selling a dollar for one-ninety—Suggesting bridal shower business

By L. G. W.

GOOD furniture retailers all over the country are recognizing more and more their sense of duty, of responsibility, to the buying public, and it is noticeable that they are more and more taking an interest in their customers' needs. Of course they are after profits, but in doing so they are also rendering service.

Just now, at the opening of the fall season, buying should be more active, and if dealers prepare the way and have the goods, sales should increase. The angle of approach must be taken into consideration; it is perhaps one that you hear very little about. This attitude towards the so-called consumer should lack any element of selfish interest. If you are to build a permanent trade, it is quality put in, and service rendered by the goods you handle that will hold trade; and transient, spasmodic trade is never very profitable; it always contains more or less of a losing element.

In these times when the price made today for tomorrow is of little use, and when conditions are changing over night, the dealer is not doing the fair thing by his customers if he keeps these facts all to himself. He should inform them of reasons *Why* some goods are hard to get, and why an increased price must be asked for certain lines.

The dealer who has merchandise that can contribute to the success and happiness of the buyer must tell these points so convincingly that he realizes their worth and under these conditions he is willing to pay the price asked.

Team work always stands for better conditions, for better homes and better community life. If you have a lot of goods that will make a more cheerful, more sanitary, happier home, you are not doing right if you keep these facts to yourself. If you have goods that will effect economy in household upkeep you must pass on the good word to the home owner. First of all you must really believe in these points and that the use of the furniture you carry will be of general advantage to the public.

Farm Crops and Profits

Crops are being harvested now and a live furniture dealer out in the West got in a lot of new trade by the following little advertising scheme. Being in the centre of a corn county, he covered a small box with purple velvet, put on top three beautiful ears of yellow corn, setting the whole in the centre of an attractively trimmed window. In front of the corn display he put a small card saying that all those making purchases amounting to $5.00, or over, would be allowed to guess the number of kernels of corn on the three ears, and several prizes, from stock, were offered, that is, a first, second and third prize, and these were displayed at one end of the window with an appropriate card calling attention to the contest.

This dealer used the local newspapers for announcing the contest, giving a list of the prizes. A great deal of interest was created, many visiting the store who had not otherwise been customers. A list of all these were kept, being carefully card-indexed, and were used in a mailing list for months to follow.

The contest lasted two weeks and during that time there were always from two to twenty people in front of the window. The affair was the talk of the town and brought many customers to the store who had never been there before or ever heard of it. During the last week the customers poured in, especially in the last two days, and the Saturday at the end of the two weeks was set aside for the counting of the kernels and the prizes. The little affair was very successful in point of profits.

The Value of a Discount

Another furniture man with whom the writer came in contact greatly increased his sales on a certain line of chairs of which he had an overstock, by the following simple method. Not everyone appreciates the value of a discount, and in working on this basis our furniture friend tipped a new $2.00 bill on a sheet of white cardboard and pasted the whole on a window. On the white space of the card surrounding the bill he advertised that he would sell the $2.00 bill at four o'clock that afternoon for $1.90. Needless to say there were a lot of people there to make

the purchase. In the local paper the next day he put the following advertisement:

> We sold a $2.00 bill yesterday for $1.90. Today we are offering good mahogany, fancy chairs for $9.50 cash. The percentage in saving is the same. No need to say more. COME IN AT ONCE.
> WILLIAM S. BART & CO.,
> 606 Main Street

In this way the value of a discount was put up to the customer in a very convincing way, and we are sure it is much more effective than the use of large newspaper space. It made a lot of talk around town, had the element of novelty and shows very clearly an actual saving which can be made.

An Outfit for the Bride

The old time custom of giving bridal showers may be taken advantage of by the furniture man who carries things for this purpose, selecting suitable things from your stock such as a two-burner gas stove, ironing board, sleeve board, brooms, rolling pin, chopping bowl, etc., and offer these outfits at various prices which can range all the way from $35.00 to $100.00, making a nice selection which can include a small rug, coat hangers, stools, picture, carpet sweeper and any other items from your stock which would make very attractive assortments for the bride.

You can feature these all in your window with a large card giving a price for the outfit. This will certainly move a lot of slow sellers and small items which are not usually quick turn-overs. Make the advertising as effective as possible by the use of a card listing all the items.

This outfit will certainly appeal to any young woman who is contemplating housekeeping and also attracts sales from those already established in homes.

In these days, like the farmer, the furniture man has to make two stalks of wheat grow where last year only one bloomed. The more ideas you can gather to increase sales, the greater will be your profits at the end of the year.

Methods of Dealers That Make for More Sales

AS WES. WALKER SEES IT

SAY you fellows, how about that fall fair business exhibit? Nearly every town and village has a fall fair or some event of that sort. Do you exhibit at it? If not you ought to try it once. Of course, it sometimes costs a deal of maney for space, for materials and for decorating, but, still, if you exhibit once you will surely want to again, so the same signs and decorations can be used year after year, and the results—well sometimes we cannot see direct results. But what better chance have you



Wes. Walker's exhibit at the Wingham Fall Fair

of displaying your wares and passing out advertising data. It only comes round once a year; you get a chance to talk to people, show yourgoods; and give out information, and in nearly all cases the cost will not run over one hundred dollars to cover everything.

And, Boys, you are striving to get all the business you can this year. Why miss this opportunity?

DAY'S BIG SALE OF COTS

A Chicago furniture house put on a sale of army cots at $2.50 each and sold 4,000 of them in one day.

SELL $80,000 FURNITURE IN WEEK

A "50-off sale" staged in July sold $80,000 worth of furniture in one week for Macy & Co., New York. As the company have no charge accounts this sale means a great thing for even a big house like Macy & Co.

BEAUTIFYING THE HOME

A "Better Homes Week" will be held in Detroit during the last week in October. It is being planned by one of the daily papers of that city. Lectures on home beautifying will be given daily in a public auditorium and dealers will co-operate with special furniture displays.

SMALL TOWN STORE'S ATTRACTIVE SETTING

This illustration is an interior view of the furniture establishment of Bart Wright at Chesley, Ont. The photo was taken shortly after the reopening following a fire some time ago.

The arrangement of the stock is attractive and well planned—not overly crowded. Mr. Wright also makes strong window displays.



Interior of Wright & Son's Chesley store.

Since reopening Mr. Wright is carrying on business under the name of Bart Wright and Son. Mr. Wright, Junior, is a future go-getter. He is well liked by the store's customers and in fact a coming booster for the furniture trade.

TRANSFORMING HOUSES INTO HOMES

The mission of the furniture dealer—Taking a loss—Promoting matrimony—Securing collateral—Forgetting to advertise—Reviving building—Millions of houses want furniture.

Address delivered before Wisconsin Furniture Dealers' Association by S. Leviton, President Commercial National Bank

THE mission of the furniture dealer is to transform houses into homes. A house is a mere assemblage of lumber and brick; a home is the foundation of human happiness and national welfare. There are today hundreds of agencies tending to destroy the home and home life. You sellers of furniture, however, have as your ideal the creation of homes so attractive that the family will again be content to remain at home at least one evening every week.

After the sweetest girl in all the world has consented to marry the courageous young man, of whom does he immediately think? His future mother-in-law? Unfortunately not. He thinks of the furniture dealers. I don't know whether you ought to feel flattered or guilty. But the main thing is that you are going to reap a golden harvest from romance. You are business men interested chiefly in profits. Therefore, in the furtherance of your business, you furniture dealers should recommend, promote, and encourage matrimony. Indeed, you ought to go a step farther: The association of furniture dealers should forthwith announce its intention of paying for all marriage licenses hereafter issued.

Whether a man sells furniture or dried apples, suspension bridges or suspenders, automobile tires or rubber collars, his chief concern today is the future trend of business conditions. Will the great revival come this fall, or will it be delayed until spring? Your guess is as good as mine. My advice is to guess both ways, and then you'll be



An attractive livingroom—a house that has been transformed in to a home. Illustration, courtesy Daly & Morin Ltd., Montreal.

right no matter what happens. You know if there is one thing that a full-fledged business man relishes, it is to guess right.

There are some things you can do to speed the return of rushing business The wholesale price of furniture has dropped, and it's the duty of the retailer to take his loss. Take the loss with a smile, without complaint, and as quickly as possible. When you get in your new stock at the new prices, don't work on the principle of getting each customer once—and getting him good and proper. Sell your merchandise on a small margin. Then the compliments of neighbors will multiply your business. Teach people that furniture is not expensive. Everybody has in mind some article of furniture he'd like to buy; but when he prices things, he frequently discovers that his old bed, his old ice-box and his old rocking-chair are good enough after all. Just as it is true that larger sales enables you to sell at lower prices, it is true that lower prices mean increased sales. The greatest consolation to a business man is to keep old customers and each day have them bring him new ones.

Just because a man hasn't the money to pay for his furniture the day he buys is no reason why he should get low quality and high prices. There is no reason why the sale of furniture on the instalment plan should be limited to specialists. Every furniture store should be able to deal with the man who must defer his payments. Any young man, whose business is desirable, can secure the endorsement of two workingmen to his note. Now, then, if you need money to move your stock you have something that is good for collateral at your bank. And you can be absolutely certain that the purchaser, realizing the secondary liability resting on his friends, will meet his payments.

The worst mistake you can make is to forget to advertise. Your newspaper is a master-salesman with a thousand tongues. No matter how suave, skillful and convincing your salesman, he can talk to but one customer at a time; and his salesmanship can be practised only on people who enter your store. It would be indiscreet to walk up to a woman on the street and say, "Madam, we have the finest kitchen cabinets on the market, and we're selling them at special prices this week." The woman might misunderstand and the judge might be unsympathetic. But a newspaper has the privilege of telling friend and stranger all about these cabinets. It tells every one who gets the newspaper, whether he buys it at the newstand or picks it up in front of his neighbor's door. The money spent for newspaper advertising is not an expense; it is the best investment you can make.

The revival of building means the revival of all industries. The millions of homes we need will mean millions for furniture. Do your share toward the stimulation of building; and your share consists in selling at as low a margin as is consistent with sound business. Once construction work gets fairly started, the entire industrial train will be back on the main track, running express, and making no stops until it reaches the era of greatest prosperity this country has ever known.



Another suggestion for livingroom treatment. Illustration court esy Daly & Morin, Limited, Montreal.

BUILDING UP A FURNITURE BUSINESS ON NEWSPAPER ADVERTISING

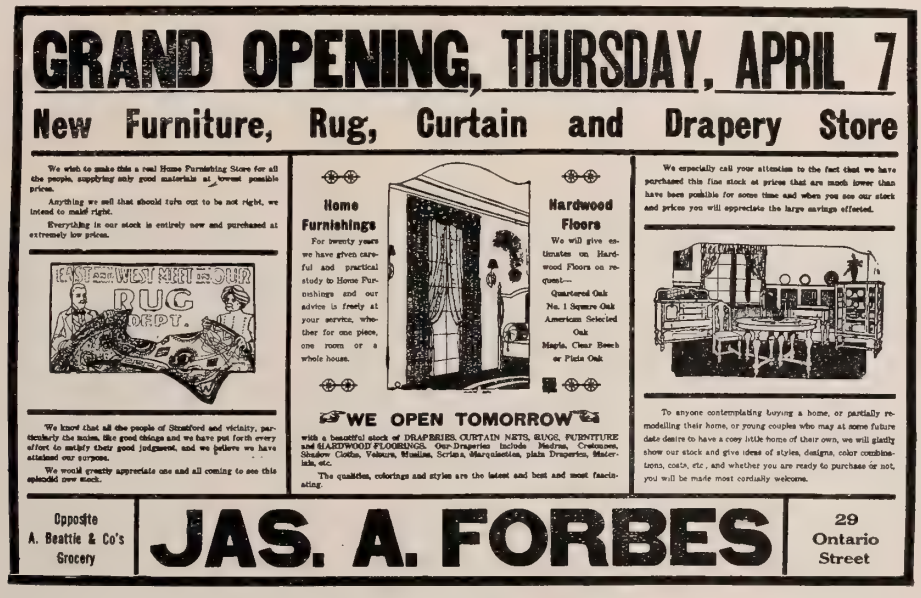
Forbes' new store at Stratford has "service" as cardinal principle--Slogan: "try to do right by all"

A Western Ontario, and Jas. A. Forbes is the proprietnew furniture store has opened for business in Stratford, Ont., one of the big manufacturing centers of or of this new business.

Mr Forbes is not a beginner in the furniture business, though this is his first venture on his own account. He started out with A. M. Souter, Hamilton, then went to London with T. F. Kingsmill for seven years; from there going to Stratford, where he opened the furniture department in the J. A. Duggan store fourteen years ago.

When that firm was incorporated as a limited liability concern a year ago Mr. Forbes was made a member of the company with a small holding. Now he has started out for himself.

The business was opened on April 10th last with a complete range of furniture and furnishings. The store is located at 29 Ontario St. in the heart of the retail business section. Three floors of the store are given over to showrooms.



In speaking of his business, Mr. Forbes said that while he was taking interest in every line of furniture and house furnishings, yet the drapery and decorating end has been his best asset from the practical point of view. His motto is "trying to do right by all".

One of his best means of drawing business is through newspaper advertising. The accompanying ad. is a sample of his opening announcement. Mr. Forbes is a strong believer in advertising publicity and uses space in his local papers pretty freely.

"MOVIE" ADVERTISING PAYS

Honest now, don't you go to the movies? Don't your wife, sons and daughters? If the whole family doesn't go to the movies, yours is an exceptional family. Make a canvass and you'll find that the biggest part of the people in your vicinity go to the "movies" at least once a week. All classes are attracted by the animated pictures. At night big Pierce and Packard cars will be seen lined up with the more humble Ford in front of the "movies," to say nothing of the great majority who come on foot. The moving picture show in your vicinity is a neighborhood institution; it draws its trade from the same zone that you draw yours; its customers are your customers, or your possible customers.

THE USE OF LEADERS.

Does it pay to use leaders in advertising? Any store can use them, and if the sales are limited to one day, three days or one week the loss of profits from their use is far less than one who has never tried it would think. If six articles are used, and they are all well-known ones, and it is valueless to use anything not well known, the average store will sell an extra case or two of each. If something else which pays a good profit is advertised with them at the same time, a portion of the loss will be offset. If a selling effort is made on three or four articles which pays a profit of 30 per cent. on the selling price, the loss may be turned into a profit. The purpose of advertising leaders is to stir up and secure new trade. In some communities it works well; in others, not so well. Quoting attractive prices creates a favorable impression anywhere, but unless it means the securing of a class of trade which can be developed into something worth while, the same amount of money and effort can be used better in other ways. There is no money in advertising leaders just to draw the professional shopper class of women who pick off leaders, ask the price of each and every article and use up a dollar's worth of time in order to save themselves a few cents on buying different articles.

HOW WOMAN VIEWS ADVERTISING

Mrs. C. Frederick, founder of the Applecroft Home Experiment Station at New York, spoke at the recent advertising convention at Atlanta, and among other things had this to say, which will interest furniture dealers who write their own ads.:

I cannot leave the point of a plea for better advertising without recalling to you that this is the mechanical age of the household. The fact that 98 per cent. of all women are now doing their household work creates an unusual opportunity for the advertising of all utilities for the home. Gone is the disappearing Lizzy, and her place is taken by the vacuum cleaner, the fireless cooker and the washing machine.

The advertiser has helped wonderfully in informing us of these utilities, but remember that the average woman does not understand machinery any more than she understands her husband or her watch. She does not care to read your advertisements telling that the cylinder is shaft driven or the body made of 26 gauge steel. She wants to know how many sheets it will wash, or how long it will take to cook a 7 pound roast. You err in making a technical treatise of advertisements informing women of labor saving tools.

The woman wants to know use and not mechanics, and your advertising should be changed to conform to her viewpoint no matter how unmasculine it may appear. If you don't know how a woman should look and be dressed when she is ready to use a washing machine, or which end of certain garments are hung up and not down on the line, or what a woman would really like to know before she purchases, ask some advertising woman to help you.

Another demand is that Service be rendered with the article after its sale. No manufacturer is justified in selling an article which the consumer cannot use and get results from. I know of a New Jersey suburb where 300 electric ranges were removed from homes. They were taken out not because they were poor installations, but because the women and maids didn't know how to use them.

Is the device working right? Do you understand it? There should be a service department which would pay just as much attention to the article after it is sold to help make the user satisfied as there was effort made to induce her originally to purchase it. One department must supplement the other if the manufacturer is to avoid comebacks and the consumer is to get the highest satisfaction. Service must supplement sales.

DID YOU EVER TRY THIS ONE?

By W. A. Shafer

How often have you scratched your head and worried about what that advertisment is to be when your local newspaper man came in to see how you were going to fill up that space in your local newspaper. Possibly this is the way you went about it—you looked around, couldn't think of any thing special and said "Better leave the same this week" or possibly you said "Well, I don't know; use your own judgment."

Then what happened? Your bill came in for that space; you didn't have any results, and you were fed up with advertising because it didn't bring results.

Advertising pays without a doubt if you get the right punch to it; but the trouble is half of us don't get the punch.

My advice to the smaller furniture dealer is to subscribe to one of the large city daily papers and follow up some furniture firms' advertising. Make their ad. apply to your business, and you will find that your advertising brings results, and before very long you will want to increase your space.

These larger furniture stores have high salaried advertising men who specialize on selling furniture, with ink spread on paper, and they sure get results or they wouldn't get the salary that they do.

Now you try it once. Take a newspaper; look it over; take a good furniture ad.; change the name to yours. It looks good doesn't it ?You find it features seasonable goods you can sell as cheap as they can, though they may be in quantities and get a bigger discount than you do. Their big over-head eats up this advantage. In a great number of cases you can sell for less.

Now as to cuts—nearly any weekly paper can make cuts for you, or get them made from illustrations you send them.

ADVERTISING IN SMALL DOSES.

This plan will admit of only a brief advertising message. But sometimes advertising, like medicine, is most effective when given in small doses. Secure from your druggist a large number of big capsules. Then have your printer make up some slips for you. These slips should go nicely into the capsules when they are rolled up. On one side should be printed "Just before bedtime." When rolled up this should be visible through the shell of the capsule. Inside the circular have a brief message, which might read like this:

Good news to sleep over: Special values on groceries at Decker's all this week.

THREE REASONS FOR DISPLAYING MERCHANDISE

First, it serves to remind customers. Every person who enters your store is a prospect for more things than she has on her shopping list.

How much she will increase her purchases depends mostly on what she sees.

If your displays jog her memory about something she has forgotten to put on her list, or suggest something to her that she has not thought of before, then they have brought you just that much additional business which you would not have gotten otherwise.

Second, displays—especially food displays—are very tempting. Merely seeing them whets the appetite.

Third, seeing begets confidence and ease in buying. It a customer *sees* what you have for sale, and if it *looks* good, she will often make up her mind to buy without any further preliminaries. This is all the more true if a price tag is on each article.

But if she has to ask you to show her the article, and then must inquire its price, she may not take the trouble unless the article is something she has definitely decided to buy.

STAND WHILE YOU SELL

THE salesman who stands while he sells adds to his efficiency, while one who remains seated is placed at a decided disadvantage. It is a well known fact that you can bring out the points of your selling argument in a more forceful and telling manner if you stand, and if possible, have the prospect seated.—Southern Furniture Journal.

STRATFORD FURNITURE MANUFACTURERS TOUR THE EAST

Getting an insight into the life, habits and customs of our fellow Canadians—Quebec touched—New Brunswick, Nova Scotia and Prince Edward Island scenery—A preachment on trade

By one of the tourists

MEET your trade personally, and know your own country first" is the slogan of the Stratford Furniture Manufacturers. Two years ago we went West and saw that wonderful country so full of possibilities. This year we went East. We wonder how many Canadians outside of the Maritime Provinces are familiar with the beauties of Halifax, Prince Edward Island (The Garden of the Gulf), the orchard and dairy grounds of the Annapolis Valley, or the beautiful St.John River. Then there are all those bays, rivers and streams where fich abound. Did you ever taste fresh St. John River salmon just out of the water, or Prince Edward Island lobster? If not, there is something yet coming to you. There are wonders upon wonders to be seen in the Maritime Provinces.

Our party this year consisted of—Mr. H. W. Strudley of The Imperial Rattan Co., Mr. L. J. Salter of The McLagan Furniture Co., Mr. F. W. Trebell of The Kindle Bed Co., Mr. C. Farquharson of The Farquharson & Gifford Co. and Mr. Chas A. Moore of The Stratford Manufacturing Co. We also had the extreme pleasure of having with us, Mrs. L. J. Salter, Mrs. F. W. Trebell, and Mrs. Chas. A. Moore. The ladies added much pleasure to the trip.

This year we did not have "Daddy Wright" along with us to yield his fatherly advice and influence, and, the honor of "Daddy" fell to our friend, Strudley. However, this name did not stick to him very long, as he was re-chrisened at Halifax, a new name which is quite befitting to his business, and this is explained in connection with our doings at Halifax. "Daddy" felt that he had a big responsibility, especially looking after those men who did not have their wives along. We noticed, however in this connection, that "Daddy" was the biggest frog in the puddle, when it came to looking after the ladies.

On July 16th. the boat was taken from Toronto for Montreal reaching there the evening following. The trip through the Thousand Islands was one of beauty and grandeur, and many pages could be written about it. Monday and Tuesday the 18th and 19th were spent in Montreal call-



GROUP OF PICTURES SHOWING THE STRATFORD TOURISTS AT VARIOUS PLACES IN THE EAST.

First row.—In Public Gardens, Halifax; Mr. Colwell and Mr. Jennings and Bunch at Fredericton; on Earnie Everett's Yacht.

Second row.—Our Friends at Jock Keiths, Halifax; Charlie Lordley and the bunch on the St. Johns River; Quebec Friends and Stratford Bunch at Montmorency Falls.

Third row.—At New Glasgo, N.S.; Mr. Weeks and Stratford Party on north shore of Prince Edward Island; At Kent House near Montmorency Falls. Note "Old Hickory's" head.

ing on the trade and seeing the sights. We left by boat Tuesday night for Quebec, and reached the old-time walled city in the morning. Those who have not been to Quebec will find it very quaint and interesting with its crooked streets, curious vehicles, and ancient architecture. It is easily the most romatic and historical place in Canada.

We were taken care of in Quebec by Messrs Marceau and Ducklow (Crown Furniture Company) and Genest (P. T. Legare Ltd.) and shown the sights. Our friends in Quebec are excellent entertainers. We were taken out to see the famous Quebec Bridge, and as we stood in the middle of it we were brought face to face with one of the greatest engineering feats in the world. It is stupendous. For immensity, uniqueness of design, excellence of detail, the construction has rarely been equalled and never excelled. We also visited the Plains of Abraham, and many other historic points.



WITH THE STRATFORD TOURISTS
Left:—Messrs. Ducklow, Marceau and Genest, Quebec. . .Right:—Lover de'luxe.

Visiting With The Habitant.

The next day, Thursday the 21st, we were motored out to see the famous Shrine of Ste. Anne de Beaupre. This drive gave us our first glimpse of the French habitant, and his method of farming. We were very much struck with the way that he keeps his farm house and barns. They are all well painted, and kept in the very best repair, the farm yards are neat and tidy and everything so prosperous looking. It is most interesting to drive through what we in Ontario would say country, but in Quebec is really parish after parish, and see the French type of architecture in the farm houses. All houses and barns painted white with green trimmings in nearly every instance, and every inch of the ground cultivated. We saw all that was to be seen at Ste-Anne de Beaupre, and then came back to the historic Montmorency Falls. We were then taken out to Mr. Ducklow's summer cottage some eighteen miles out of Quebec, and after a short visit there and afternoon refreshments, we were treated to a real French evening dinner in one of the farm houses near by. Montreal and Quebec were the only cities that we touched in Quebec, as we expect to come back and do the whole province up thoroughly another year. About ten days or two weeks is needed to do the whole province up thoroughly, and this will be a pleasure that we will have to look forward to for another year.

On the 22nd we took in Campbellton N. B. This town has suffered in the past from fires, and also at the present time we found things a little dull on account of lumbering being so quiet. Here we were shown through several large lumber mills.

The 23rd we spent in Newcastle, and were motored over to Chatham by our friends, Lounsbury & Company. These towns are dependent on lumbering also.

We arrived at Halifax late Saturday night, and were met by our friends, Mr. Jock Keith of Messrs Gordan & Keith, and Mr. Wilson of the Nova Scotia Furnishing Company. Sunday morning we were taken through the famous public Gardens. They have a dignity and repose which reflects great credit on those who laid them out, a wealth of flowers, rare plants, water fowl, and bright sunny walks making them a very inviting spot. We were then taken for a drive through Point Pleasant Park with its miles of road running through delightful scenery, where one catches glimpses of the open sea through the trees. We were also shown the harbor development that the Government is doing. In the afternoon everyone in connection with the Furniture Fraternity in Halifax were invited on a yacht trip. We met there the trade under very favorable conditions, and it was a very good suggestion to bring together the guests of the Halifax dealers and the dealers themselves in one large gathering. We were taken to Bedford Basin and around the harbor and landed at the Waegwoltic Club on the magnificent North West Arm. We were also taken through the Memorial Tower, and were able there to see the magnificence of the North West Arm which is such an asset to Halifax.

Monday, next morning, we visited the different furniture stores, all of which are a credit to their owners. Naturally we were greatly taken up with the wonderful show of The Nova Scotia Furniture Company. Furniture here is displayed in such a manner that it sells itself, and we wish that it was possible for many dealers to see the way in which Mr. Wilson and his assistants have their stocks arranged. From an educational and business standpoint it would be worth quite a bit to the dealer who does not take perhaps just as much care as he should in displaying his stock of furniture, to see this store. Furniture, as most of us realize, is a line that is very hard to show, on account of it taking up so much room, but the Nova Scotia Furnishing Company certainly have the ideal way, and an ideal store.

Halifax By The Sea.

Monday afternoon we were taken for a motor ride over to Imperoyal. Here one is able to see Halifax at its best, and most impressive views can be seen from there. It enables one to graspe what the future of Halifax is to be. We also motored to Dartmouth along the Dartmouth Lakes, and returned to the city by the new Bedford-Halifax driveway. Then over St. Margaret's Bay Road, our destination being Mr. Jock Keith's summer home. Delightful refreshments were served, toasts were drunk to the dealers and ourselves, and the evening ended with a jolly dance. During the festivities "Daddy Strudley" was christened "Old Hickory" and we believe this name is going to stick to him now, henceforth and forever.

We were wonderfully impressed with the prospects of Halifax, its wonderful harbor, the opportunity it offers as a growing city, a city of rare natural beauty, a city which is a pride because of its faithfulness to British ideals, and a city worth working in and for. We were treated right royally by everyone, not only those in connection with the furniture trade, but others. We cannot pass on without mentioning the beautiful sweet peas that the ladies of the party found upon arriving in their rooms at the hotel that were presented by Mr. Wilson, and grown by himself, and he also supplied all those who took part in the motor ride Monday afternoon.

We left Halifax Tuesday morning, the 26th, our destination being Yarmouth. We had a little opportunity to see the beauties of the South Shore from the train, and we were sorry that we could not linger longer to take in some of the beautiful resorts along the way. Yarmouth is a town of beauty and distinction. It was a surprise to us. It is thoroughly and substantially constructed, it has wide streets, fine public bfiuildings, and exceptionally attractive homes. We were very sorry that our time was limited at Yarmouth,

but we were well repaid for going there, as it is a town in which one should tarry a while, and see some of its beauties. The homes in Yarmouth are perfectly wonderful, and the gardens excited the admiration of us all.

Leaving Yarmouth Wednesday morning we reached Digby at noon. We took the motor bus from Digby for our trip through the Annapolis Valley, and words cannot begin to describe the beauties that we encountered from Digby to Windsor. A rolling country, picturesque, and acres upon acres of apple orchards, surrounded by the bay on one side, and the mountain range on the other. We can imagine what the beauty of the atmosphere would be in spring when the blossoms are out.

We reached Kentville that evening and the next morning motored through the Land of Evangeline. This spot is so full of romance, so beautiful to the eye, that the hearts of those who visit it are kept in one perpetual enchantment. We were interested, too, in seeing the marshes, reclaimed from the sea by dykes by the spades of the old-time Acadian farmers.

At Windsor we were entertained to a motor drive by our good friends there. We left Windsor for Truro, stayed there a few hours, and reached New Glasgow that night. Next morning we were taken for a motor trip around the town, and, out to the seashore for a dip in the salt water. We left Pictou for Charlottetown, P. E. I., in the afternoon by boat, arriving in Charlottetown Friday night, the 26th.

In The Garden Of The Gulf.

Saturday we saw Charlottetown, and in the afternoon we were taken for a motor trip by Mr. Weeks, of Messrs Beer & Weeks, to the north shore of the island. Prince Edward Island is a "Garden". It is the nearest approach to Ontario that we have seen. What we saw of the island was all under cultivation with a fertile soil of red sandy loam, making it a wonderful farming country. Live stock raising is a very important industry. The numerous streams have great attraction for the angler, and it was with much difficulty that we got the only fisherman in the party, Mr. L. J. Salter, away from the island. We were very much impressed with Prince Edward Island as an ideal spot for farming. First class soil, good conditions under which to live, and everything handy. We cannot understand why there are not more people going there. Also as a summer resort it cannot be excelled, and some of us were very loathe to leave the island. The farms are big, houses and buildings well kept. The Island certainly opened our eyes, and some of us are looking forward to spending a vacation there some day. No one should go East without visiting Prince Edward Island. They would be well treated, and the people are so sociable.

At Summerside, Mr. McArthur,of Messrs Brace, McKay Company, very kindly took us to his fox farm, and gave us some very interesting side lights into this important industry on the Island. We cannot pass Summerside without mentioning the wonderful store of the R. T. Holman Ltd. It is " gigantic" considering that Summerside is only a small town, having a population of only about three thousand. It goes to show the faith that the founder of the business had in the Island. About sixty per cent. of the business that is done is, of course, mail order; but outside of that the store itself is a wonder. It has a department for everything, and it is more up-to-date than many stores in cities having a population of about fifty thousand.

Leaving Summerside Monday evening, August 1st, we crossed over to New Brunswick at Borden, and arrived at Moncton. Here our friends took us out to show us the water sculptured rocks. Moncton is fast becoming a large commercial centre. It is the large division headquarters of the C. N. R. which has its big repair shops there. The residental section is most ideal with beautiful houses standing in their own gardens along wide streets.

Leaving Moncton we arrived at St.John Tuesday night, August 2nd, where we were met by reception committee. Next morning we called on the trade. we got a wonderful reception from one of our friends? by his wonderful series of ads shown in his window describing Stratford as the Kindling Wood Centre of Canada. We were under the

A LESSON IN PERIOD FURNITURE

TYPE OF ADAM TABLE

SOME of the most beautiful Colonial furniture is modeled after that designed by the Adam brothers. These derived their inspiration from the antiques found in Pompeii and Herculaneum; their furniture strongly shows classic influence.



TYPE OF LOUIS XVI TABLE

The style of Louis XVI which was in vogue during the last half of the eighteenth century, was worked out along classic lines. The beauty of it lies in the delicate outlines, the purity of the ornament and the straight, classic lines.

The table illustrated shows the slender tapering leg, with



the fluting which is another feature of this style of furniture. Mahogany, amboyna wood and tulip and rosewood were used for tables.

impression that all the kindling wood was to be found in New Brunswick, but evidently he did not think so, and that he had to buy it from Stratford. We knew that he had to have kindling wood for Strudley's fireside baskets, but we did not think that he would go so far as to use Camp Stools, Chesterfields and Book Cases to keep these baskets supplied with fuel.

Hospitality At St.John.

That afternoon we were taken out for a sail in Mr. Ernie Everett's yacht. This we enjoyed immensely, and Ernie was good enough to serve us with a good substantial supper, and coffee which he made himself, and we can recommend him as a good cook. Next afternoon we were taken for a long motor ride to show us the country around St.John, and wound up by having a good supper, consisting of home-made cooking which was supplied by our furniture friends' wives, at Mr. Everett's fishing lodge. We had a little trouble with Charlie Lordley. He got sick; he ate too much cake. However, we could not blame him because everything was so good. Our friends in St.John were most hospitable to us, and we certainly enjoyed our stay there.

Next day, Friday, August 5th, was one of great pleasure to us. We took the boat from St.John for Fredericton. This is one of the few water trips in Canada that very few people know anything about, and it is most glorious. One never tires of seeing the beautiful scenery on both sides of the river. Large farms and apple orchards adjoin the river and we also passed many lumber mills. Friday night we were taken for a short motor trip around Fredericton, by our good friends. Fredericton, the capital of New Brunswick, is a beautiful city having wide streets, fine public buildings, well kept homes and numerous factories. Next day we were taken to a summer hotel about eighteen miles out where we were entertained at lunch. That evening we left for Quebec, some of the party going right on from Quebec to Stratford, others remaining in Montreal and Quebec for a few days.

Summing up the impressions of our trip there is certainly a tremendous future for expansion in the industrial, farming and commercial life of the Maritime provinces. They are not getting their share of immigration, and it is a very serious matter that is being overlooked. The immigrants pass right through these provinces for Western Canada without knowing what possibilities there are for them there.

More Consideration for the Maritimes

For some reason or other there is not enough consideration given to the Maritime provinces by the Federal Government. They have many things to contend with that the ordinary Westerner knows nothing about, and it ought to be the duty of every member of Parliament to make a trip from coast to coast of this Canada of ours and see things for themselves as to what the different sections are up against. More sympathy should be given to the requests of the Maritime provinces, and there should be a closer relationship with the rest of Canada. The matter of population not increasing there in the same proportion as the rest of Canada is just one item.

Another thing: Of course the Maritime provinces have not advertised their great possibilities as much as the rest of Canada, but we believe that this is going to be done with much greater zeal in the future. The people there are progressive, and are just as much alive to the possibilities of their provinces as the rest of Canada. We found the roads there excellent, and a lot better than what we have in Ontario, and we also enjoyed very much the fine hotel accommodations that we got everywhere.

We could fill pages of descriptive matter as to the possibilities and the wonderful country that there is to be seen and owing to the slight conception that the average Canadian has for his wonderful country it should be in some way arranged that every school teacher in Canada would be made travel from ocean to ocean so that the children in the schools would be taught what a wonderful country Canada really is. Reading helps a little, but seeing is much more powerful. "Know your own country first" should be the slogan of every Canadian. In a country such as ours, spread over thousands of miles of territory, our natural difficulties are sufficiently evident. Such a trip as ours, and the one that we had previous to Western Canada, from a national standpoint does much to bring the citizens of Canada closer together and helps to overcome any difficulties that go to make a bigger and better Canada.

Speaking of business conditions, things are quiet, but just as soon as the lumbering and building starts to pick up and the industrial life gets busy, there is to be a big volume of business to come from the Maritime provinces. We found stocks very low, and the dealers buying just from hand to mouth. We were much impressed with all the stores that we saw, and the way that the stocks are displayed.

In concluding we were royally entertained wherever we went, the towns almost vying with each other in their efforts to give us a good time, and we want to take this opportunity of saying that we appreciate the good time that was given us, and we are already starting to look forward to another trip in the near future to the East.

NEW HOTEL FURNISHED WITH MADE IN CANADA FURNITURE

The claim is made by the King Edward Hotel, Toronto, that ninety-five per cent. of all the furniture and furnishings recently installed in the new 19-storey addition to that hostelry was made in Canada. The whole contract for furnishing the 468 rooms in the new addition was given to one company.

All the bedroom furniture was made in factories at Toronto, Preston and Waterloo, the beds being all-wood (either walnut or mahogany). The rest of the furniture for each and every room included a dresser, night table, writing table, easy chair, small chair, vanity dresser and trunk-stand. Every bed was equipped with a pure hair mattress and a box spring.

The carpets are of one color scheme and design in the rooms, a different pattern being in the corridors. They are Wiltons and Saxony pile respectively, and were made by the Toronto Carpet Co.

The drapery fabrics, slip-covers and window-shades, though of Scotch materials, were made up in Toronto; and the electrical fixtures with glass globes were entirely made in Toronto.

Every room in the new wing has from four to six pictures; in all there are 1,800 of them, with few duplications. All were framed in Toronto.

The new addition has 27 sitting-rooms, furnished in Eighteenth Century English style. The furniture of each room consists of Chesterfield, wing easy chair, two smaller easy chairs, writing table and chair, foot stool, standard lamp, smaller lamp, and console table with long mirror. The decorative tone of every room is different from the others.

In addition to these rooms the ballroom, reception-room, cloak-room, lavatories, kitchen—all on the top floor—are completely equipped with furniture and furnishing made in Canada.



Fountain in Plaza with Horticultural Building in background—at Toronto Exhibition grounds.

FURNITURE DISPLAYS AT TORONTO "EX."

Some of the outstanding worth-while displays—Bed and combination lines featured more prominently—Gold Medal Company's exhibit—Kindel Bed Co. shows new line—Marshall Sanitary Mattress Co. makes fine showing—Mersereau's splendid display—Newest in McLagan phonographs.

WHILE not exhibited in a Furniture Building "all its own", there was a sufficient quantity of furniture displayed at the Toronto Exhibition to warrent an exclusive building for its setting out—and it was of a class that showed the marked advances that have taken place in furniture-making in Canada in recent years.

Gold Medal Convertible Bed Line.

Among the outstanding displays in the Process Building was that made by the Gold Medal Furniture Mfg. Co. While showing many samples of their latest productions it was found impossible to even show a little from their complete lines. Therefore, a feature was made of their Bell action divanette. Several working models of these were displayed, all of the samples being of period design. Two of these are specially worthy of comment—a William and Mary and a Colonial design. These period divanettes may be had in suites or individually, their cane sides and backs giving a decidedly pretty appearance.

Another striking feature of the Gold Medal Line display was the revolving davenport. In fact the exhibit made much of the livingroom-bedroom combinations, more than the general upholstered line, though the divanettes exemplified typically the latest in upholstered furniture.

Bedding exhibits were also prominent, especially Gold Medal "Purity Felt" mattresses and Hercules bed springs.

The exhibition booth was itself tastefully decorated, the walls being panelled in French tapestries and velours of varied colors and designs.

New Kindel Production In Daybed.

The Kindel Bed Co. in an elegantly furnished booth had as a central piece a daybed suite combination which is the newest feature of the Kindel line. The frame is of walnut finish, with cane back and ends. The seat has a rotary action, easily operated, and the bed has folding pillow-rest. It is a decidedly neat piece of furniture. The upholstering is silk brocatelle, and is furnished with several loose fancy cushions of the same covering. The chair of the suite is most comfortable, being just the right height for comfort with a very deep seat.

A three-piece stationary suite in period design, walnut frame, cane back and ends and upholstered in velour was also a feature. In fact, three such suites were shown in different colorings and combinations. They served as a background to the main exhibit of the daybed and Kroehler daveno.

It was noticeable that all the show-wood frames were of walnut finish in period designes, and while some of the exhibits were in various designes of tapestry, most of the coverings run into brocatelles and velours.

Mersereau Enamel And Brass Beds.

A couple of twin beds in white enamel were the central attraction of the Canadian Mersereau Bed Co. These twins had imitation cane panels in top and foot rails, all in white. In the centre of each panel was a blue floral decoration, the only relieving color, which added much to to the richness of the effect.

Another cream bed was in cream enamel with double cane panels top and foot. Besides, there was a great variety of brass beds of various styles, heavy posts predominating. Both satin and velvet finishes figured equally in the make-up. It was a splendid bed exhibit.

Other Furniture Displays.

The De Luxe Upholstering Co., of Kitchener displayed in a well-decorated exhibition booth several of their very latest upholstered suites. One Chesterfield suite in the

centre attracted much attention. The long footstool added effectiveness to the appearance of the suite.

Other exhibits in the Process Building were made by the Comfy Cushion Co.; beds by Simmons, Ltd; Hoosier cabinets by the Adams Furniture Co.; Kilgour Davenport Co.; convertible furniture by the Da-Nite Furniture Co.; upholstered furniture by W. J. Brown, Toronto, and Queen Upholstered Furniture Co.

Marshall Sanitary Mattresses

One of the distinct class of exhibits in the Process Building was that of the Marshall Ventilated Mattress Co., Ltd., whose decorated booth brought forth very favorable comment from the passerby. The walls and ceiling of the booth were covered with layers of cotton-filling, with borders of Marshall springs around edges, wall mottoes and ceiling lights. The railing in front was upholstered with Marshall springs, so the public might judge of their excellence.

In the centre background was a regular 4 ft., 6 inch cotton top mattress, with cover off to show the number of springs in the mattress, and on either side and about the booth were samples made by this firm—Marshaldown, Marshalfelt, Fleur-de-lis, Dandy-ly-on, Cottontop and Hairtop.

A rattan livingroom suite upholstered with Marshall cushions was the central feature of this display.

The chief claim of the Marshall mattress is that it is sanitary. In fact that is the idea on which all the Marshall mattresses are built and have beenconstructed for the past twenty years. Besides, they are comfortable, neat appearing, and hold their shape.

The display held at all times an interested group of spectators.

A Floor-Covering Display.

The Dominion Oilcloth & Linoleum Co., Montreal, made an educative display of their products, showing the ingredients put in to make a first-class floor covering. To one who has given little thought to this the display was very instructive. The cork as it comes from the tree, its various forms after grinding, the gums and chemicals that mix to make the substantial foundation, the various colorings, etc., all went to make an interesting object lesson, particularly to the furniture dealer who wants to know something of the lines he is carrying for sale in his store.

Grouped as a background and displayed in hundreds of patterns and colorings were full size sample rolls of oilcloths and linoleums. The whole making a very fine display.

FINE EXHIBIT OF PERIOD PHONOGRAPHS

THE finest display in the Music Building was that made by The McLagan Phonograph Corporation. The exhibit featured period design cases, of which there were six new ones shown. In these period styles the Mc Lagan Corporation eclipsed all other exhibits in the building.

Of the new cases shown a library table phonograph built of walnut on Italian lines was a beauty. The carvings and trimmings gave the table a rich appearance and the burl panels also added to this richness.

An antique period library table and an antique upright machine, with a touch of gold around the ornamentation, were other noted exhibits in the display. Walnut and mahogany are used in these cases.

Still further in this display was a beautiful burl walnut library table effect phonograph. It had a beautiful grain in the top, which was highly polished, showing up remarkably well the high lights.

While not the most beautiful case in the display, a real novelty was a Sheritan period table machine. It had a "dusty walnut" finish with polychrome ornamentations. The colorings were pretty, and the phonograph is made to sell at no more than the better class of upright machines.

McLagan phonographs pride themselves on four outstanding features—perfect tone, adaptability, beauty of design and workmanship—and, judging by the demonstrations given, fully live up to their reputation.



The splendid display made by the Marshall Ventilated Mattress Co. at Toronto Exhibition.

GETTING RESULTS OUT OF SALESMEN

Importance of sales staff to employer—"Unfolding" a salesman—Building ideals—Appealing to better nature of sales people—Dissatisfied salesmen cost high

Adddress delivered at Atlanta Advertising Convention

THE most important person, speaking in a composite sense, in a retail store, is without doubt the so-called clerk or sales person. As Elbert Hubbard would remark, "This has been said before, but 'twill do no harm to twitter it again."

It would appear that every activity of a retail store—financial, advertising, merchandizing, management, and so on—find their ultimate expression in these busy young people behind the counter. Their combined intelligence, their combined efficiency; and what is more, their combined spirit, constantly modify or accelerate the sum total of activities of all the other people in that store.

The "Unfolding" of Salesmen

They used to say, "Salesmen are born, not made," until some one came along and said, "They can be made" and proceeded to make them by a system of study. Now I come along with the presumption to say that they are neither born nor made, but rather "unfolded."

I believe in people. I believe that everyone is a storehouse of possibilities, and that education, as the very word implies, is not a matter of filling in, but a bringing out of the inherent qualities always there, and only waiting to be stirred into activity.

To me, the most potential thing in the world is a healthy human being, and the more I have come in contact with "the man and woman behind the counter," the more I have been impressed with the possibilities of bringing out in them the qualities that make for success.

Building Ideals in Clerk's Heart

When I was advertising manager for a big New York store, I made it a practice for several years to spend a few morning each week before the bell rang to make talks to the sales girls and boys. When I talked to them about their efficiency, about their own interests, their success, the increased wages possible to better methods, and the importance of progress, they were reasonably interested. But I never failed to get a rise out of them when I spoke to them about the grand rewards for doing good, for serving and helping others without any profit or self. I quickly found an inherent love for the ideal in every human heart.

Imagine how it sounded to the boss! And I wonder how it sounds to some of you. Yet I dare to say that this is the most dynamic thought facing the world today, and I say it with assurance and confidence, because it is merely a re-statement of what was once called the Golden Rule.

Appealing to Their Better Side

One of the great falacies which still seems to stick in the minds of store executives is that the average salesperson cannot be quickened by those finer appeals to which the human heart responds. I have had so much good result from an appeal to a salesperson's sense of honor, to their love of fair play, to their pity for a down trodden one, to their altruism, and their idealism that I deny emphatically the hard-hearted and hard-headed impression which many dyed-in-the-wool store owners and Which I fear many store educational directors yet have of the boy and girl behind the counter.

One put it very crudely, but succinctly, when he said that you can catch more flies with molasses than vinegar. This doesn't necessarily mean an appeal to pride, cupidity, and propinquity, or soft-soaping people with marshmallow words, as much as it means reaching their soul rather than their sense.

Consider the Clerk

An educational system in a department store, based on the so-called laws of efficiency in selling, however rigid, carefully planned, and intensively applied it may be, is a travesty unless it is founded upon the promise that anything which is not as good for the sales person as it is for the store, or anything which is not as good for the customer as it is for either the store or the sales person, is morally wrong.

Haven't we learned our lesson yet from our experience with the collossal failure of the Twentieth Century known as the Imperial German Empire? Here was efficiency, plus. Here was education in selling, in propaganda, or advertising, in production, and the other activities of business, par excellence. It was the pride and is today of the average citizen of Germany that that nation has reduced every human activity to laws and rules, which brings out the so-called best in a man, an institution, or a piece of merchandise, and it has just been uncovered that this is the most dangerous doctrine a business man could preach.

Education merely tending to improve the so-called ability of a mortal, to sell more goods in a given time, or to sell higher priced goods, or to make one person buy more than he intended to buy, or to make another buy something he neither wants or needs, is a dangerous thing, unless it is tempered by a distinction between what is efficient and what is right.

The old philosophy of the survival of the fittest has given away to the newer philosophy of the survival of the good, and the materialists of this age are getting the shock of their lives.

Advertising, it is being seen more and more every day, is not merely a matter of psychology, but of soul, and the moral fibre of advertising men is being tested to the breaking point. Salesmanship, in the newer sense, is not influencing or persuading, but it is teaching; and edvertising men and salesmen should be taught that oftentimes the loss of a sale is nearer success than the gaining of it.

High Cost of Dissatisfied Clerks

It sounds like a far cry for me to say that the excessive cost of doing business in a retail store is largely due to a failure on the part of store owners to grasp the significance of this idea. I wonder if store owners ever stopped to realize the terrific cost of paying wages to an unhappy, dis-

satisfied, disloyal salesperson, and the awful economic waste of "fear."

One of the brightest merchants in the country has listened to me for hours telling him that a rank injustice to a little girl behind the counter, perhaps more carelessly than deliberately, and the offense being reported through the store, could undo hours and perhaps weeks of so-called educating sales people to get more sales. Often I tried to tell this man that hiring people's bodies and putting them behind the counter, and putting into their mouths words, and putting into their hands methods, without winning their hearts, was making selling an almost prohibitive expense. "But having eyes, he saw not and neither did he understand."

I have heard this same merchant and others say that they deplore nothing so much as an offended, resentful customer, who felt that an injustice had been done her and who as a result had not only withdrawn her patronage, but continued to be an unhappy influence against that store throughout the community.

What of the employee in the same state of mind, continuing to work in the store, resentful, bitter, misunderstanding her place in the scheme of things, misunderstanding the purpose of the store and perhaps the purpose of the business—and yet day after day striving to serve customers? How could you or I give our best endeavors to an employer of whose sense of justice we were in doubt; an employer whom we did not feel had our interests at heart; an employer who was not constantly unfolding to us his ideals, his purposes, his interests that we might understand better our own individual prospects and our own individual status?

Don't Measure Like So Much Yard Goods

And do you say that the little girl behind the counter is different? Do you say that sales girls and sales boys can be hired, as they are in the average store, by man who measures them like so much yard goods, and who dumps them into the organization almost as rudely as the average immigrant from Europe lands on his head at Ellis Island in this country, and then be "educated" into success in that store?

Most sales people are brought into the average department store in some such way as this. Usually after standing in line, poring over in their own minds the hopes and fears of getting the job, or not getting it, and subjected to the embarrassment of being seen looking for work, followed by the conventional list of questions regarding their honesty, past experience, etc., and the other intricacies of the machinery of a store's employment department they are then put through a course of sprouts on how to make out sales checks, the penalties for gum chewing, the terrible crime of wearing a colored shirtwaist, and then dumped precipitately into a department, with a hook in one hand, and a bundle of fears and uncertianties in the other.

Making Salespeople Think.

As I see it, the great quality in teaching is not the laying down of rules or the memorizing of ways and means, as much as it is the broad general quality of making people think. To arouse thought in right directions, even though sometimes such thinking is irrelevant to the object, tends to broaden and strengthen the quality of the human mind.

Example is greater than precept. I have found the simple childlike mind of the average clerk in the store splendidly teachable, pliable and receptive when properly approached but stubborn, dull and resisting under systems of training which were all head and no heart.

After all, sales people will reflect the examples set by those above them. A tyrannical store owner, merchandise man or buyer will have snippy, insolent sales people in his department or store — an inevitable result of the law that "like attracts like". A dishonest, put-it-over type of buyer or store owner should not be surprised to find an excessive amount of stealing going on in his department or store, with a surprising percentage of what we call shrinkage at the end of the year.

My fight is not with educational systems, as such; but rather with the motives and the principles of those who own the stores. If we believe that the Golden Rule is the biggest idea that man knows, whether expressed in "Truth in Advertising", "Money Back to Customers", "Courtesy to trade and kindness to help", or any one of the other myriad manifestations of this idea, why don't we begin now to make it fundamental in our training system?

LIVE ADVERTISING STUNT

BEBE DANIELS, a movie actress out in California, was recently sentenced to 10 days in jail for speeding. A furniture company in Santa Ana, where the jail is located, got permission to furnish her cell, which was done to the Queen's taste. A reproduction of the furnished cell, bars and all, was featured in one of the store's windows, and the daily advertising had something to tell of "Bebe Daniel's Cell." The display was continued the ten days, and souvenir photos of the actress were given all callers at the store.

Advertising men say it was one of the best stunts ever put on at the Coast.

NEW STYLE FURNITURE STORE

THE ways of the modern business world are wonderful. A country hotel in Kendallville, Ind., a town of 4,000, has been turned into a high class furniture store, the only changes necessary being a modern store front. The office, lobby, etc., are now the main showroom; the diningroom is the rug and carpet department; and the bedrooms have been turned into furnished rooms to set off various suites.

FURNITURE DEALERS SHOULD CO-OPERATE

Continued from page 43,

information and suggestions, and is just as pleased to receive them from you.

The manufacturer' salesman travels from store to store, clearing house of ideas. Never let a salesman get away that operates his business, and is therefore a first-class from you until you have found out (1) about his house and what he has to offer in the way of goods and service, and (2) what he knows in general that may be of assistance to you.

Learn From Your Customers

Your customers have one viewpoint that is worth everything to you—the buyer's. The average buyer shops in many stores and has definite ideas about merchandise, store service and similar matters.

One merchant told us he got all his pointers on what to say in his advertisements from remarks that his customers made. Any particular merits of his goods or methods that appealed to Mrs. Jones, Mrs. Brown and Mrs. Black, would appeal likewise—so he reasoned—to a lot more housewives of the community.

He gives careful attention to complaints, he said; for often these complaints help him to discover some shortcoming that needs correction.

FURNITURE DEALERS SHOULD CO-OPERATE

Co-operation turns to advantage of dealers in many ways—Forms of co-operation—With other merchants; with your clerks; with competitors—Learning from customers.

EVER since the world began the keynote of progress has always been co-operation. Men discovered very early that "two pair hands are better than one," and that by combining their energies they could accomplish much bigger tasks.

When business became something more than simply bartering, they quickly observed that "two heads are better than one" in solving its problems.

Business has grown big and efficient through the virtue of this idea of co-operation. Huge organizations are made up of experts in charge of the different parts of the business. It is the combined wisdom of these men that enables the organization to operate.

No one man—not even the head—pretends to know everything about the business. He depends upon those that work for and with him.

Some of the most prominent men our country has ever produced have said that they owed their success to the fact that they learned how to find out and use "what the other fellow knew."

Right now, and every day, you can co-operate to make your own business sounder and more profitable.

Your fellow merchants in the town or neighborhood where you are located can help you, and you can help them. You can co-operate with your own clerks; with manufacturers and their salesmen; with the customers that trade at your store.

All these hold something of great value to you—something you can turn into actual practice—if you only avail yourself of it.

Co-operation Must Come Through Human Contact

Any problem is easier solved when analyzed by two or more heads, because this affords two or more viewpoints.

A prominent judge once had on his desk a peculiarly designed ink well. The front was highly decorative, while the back was simple and plain. He used to call attention of the opposing parties in a law suit to this ink well, saying that it was just like the question they were debating. One side saw it from one viewpoint and the other side saw it from another. But in his position as a judge, he had to see it from both viewpoints.

Business problems are exactly similar. They always have two sides. They are practical problems and you cannot solve them by theory. For instance, one man, looking at certain facts, will say that business is going to be good. Another man looks at another set of facts and says business is going to be slow. Both may be right to a certain degree. It is so with all problems.

If you are wise you put yourself in the position of the judge and listen to the arguments on all sides. Then you are in a better position to form your own opinion and plan accordingly.

Co-operate With Your Clerks

Your co-operation should begin at home—inside your own store. There are scores of ways in which you can help your clerks—training them in a knowledge of your stocks, explaining to them your policy and why you have adopted it, teaching them the principles of successful salesmanship.

The proprietor who sets about it to make "future merchants" out of his clerks usually can get the pick of the ambitious young men of the community who are serious in the intentions of making good.

For your part, you can learn much from your clerks. Perhaps, more than you, they come in direct contact with customers. They know intimately the causes of complaints, and the preferences and habits of customers. Get them to analyze your business for you, and welcome their suggestions for improvements.

Co-operate With Your Competitors

True, your competitor is your business rival. There are many things which you could not discreetly tell him. But he is not your enemy. You and he have much in common. You can aid each other, and protect each other.

Merchants' associations can do a great deal to stimulate business in the entire community. Through such associations you can do your best work in boosting the town.

In an Iowa city a few weeks ago all the merchants by agreement declared a sale week. It was selling carnival for the whole town and scores of shoppers flocked in.

In many communities merchants exchange credit data to protect themselves from bad debts. Every buyer is rated as "good pay," 'slow pay" or "bad pay." The dead beat has no chance to travel from store to store, running up

talks with many business men, sees how this merchant and debts.

We came across one town in our investigations where the merchants all made their charity donations through a committee. All solicitors for contributions were referred to this committee. This was a great relief, it is needless to say, to the individual merchants.

General business conditions, accounting methods, ways for cutting out useless expense, methods for simplifying deliveries, principles of advertising, and a hundred and one other subjects are matters that merchants may discuss among themselves to the advantage of all. An exchange of ideas is wonderfully enlightening.

Each merchant is sure to have had a little different experience from the others, therefore he will have a different viewpoint. It is the combination of viewpoints that makes wisdom. By getting together, merchants can compare notes; they can discard ideas they find to be worthless and adopt those they find good.

The shrewd merchant will even go outside his own line and compare notes with merchants in other lines: for he knows that the broader his knowledge the better is he fitted to form judgments relating to his own business.

Co-operate With Manufacturers and Their Salesmen

The manufacturer who sells goods to you is constantly studying business in its widest aspects. He is eager to help you, as a customer, to succeed; for your success is his success. He has every reason to pass along to you helpful

Continued on page 42

Two One-Legged Men

By Napoleon Hill

IN the town of Wichita Falls, Texas, I saw a one-legged man sitting on the side-walk begging for alms. A few questions brought out the fact that he had a fair education. He said he was begging because no one would give him work. "The world is against me and I have lost confidence in myself," he said.

Ah, there was the rub!

"I have lost confidence in myself."

Across the hall from my office is another one-legged man. I have known him for several years and I know that his schooling was slight. He has less training than the one-legged beggar.

But, he is earning a thousand dollars a month. As Sales Manager of a manufacturing concern he is directing the efforts of fifty men.

The beggar displayed the stump of his amputated leg as evidence that he needed alms. The other one-legged man covered up the stump of his lost leg so it would not attract attention.

The difference between the two men exists merely in viewpoint. One believes in himself and the other does not! The one who believes in himself could give up the other leg and both of his arms and still earn a thousand dollars a month. He could even give up both eyes, to boot, and still earn the money.

The world never defeats you until you defeat yourself. Milo C. Jones, of "Little Pig Sausage" fame, became a wealthy man out of the sausage business after paralysis had stricken him down and taken away the use of nearly every muscle in his body. He couldn't turn over in bed without aid.

As long as you have faith in yourself and that wonderful mind of yours continues to function properly, *you cannot be defeated in any legitimate undertaking*...This statement is made without qualifications, because it is true.

SELF CONTROL

YOU can never become a great leader nor a person of influence in the cause of justice until you have developed great self-control.

Before you can be of great service to your fellowmen in any capacity you must master the common human tendency of anger, intolerance and cynicism.

When you permit another person to make you angry you are allowing that person to dominate you and drag you down to his level.

To develop self-control you must make liberal and sysematic use of the Golden Rule philosophy; you must acquire the habit of forgiving those who annoy and arouse you to anger.

Intolerance and selfishness make very poor bed-fellows for self-control. These qualities always clash when you try to house them together. One or the other must get out.

The first thing the shrewd lawyer usually does when he starts to cross-examine a witness is to make the witness angry and thereby cause him to lose his self-control.

Anger is a state of insanity!

The well balanced person is a person who is slow at anger and who always remains cool and calculating in his procedure. He remains calm and deliberate under all conditions.

Such a person can succeed in all legitimate undertakings! To master conditions you must first master self! A person who exercises great self-control never slanders his neighbor. His tendency is to build up and not tear down. Are you a person of self-control? If not why do you not develop this great virtue?

THE GOLDEN RULE AS A BUSINESS WEAPON

IT seems ridiculous to refer to the Golden Rule as a "weapon," but that is just what it is—a weapon which no resistance on earth can withstand!

The Golden Rule is a powerful weapon in business because there is so little competition in its application.

At the time of this writing the whole world seems to have gone into the business of "profiteering," which means the same as "getting without giving fair value in return."

This spirit of greed cannot long prevail. What an opportunity, then, for the far-sighted men who will adopt the Golden Rule as their business motto now. The contrast would be so noticeable that it would excite widespread comment and bring all the business that could be handled, and long after the profiteers have gone out of business those who have applied the Golden Rule would find that they had "built their house upon a rock."

What a glorious opportunity the labor unions have to ride to victory—permanent, profitable, bloodless victory—by applying the Golden Rule and making it their motto. Will union labor be big enough to see this opportunity and utilize it? What an opportunity the present situation offers some man in the rank and file of labor to rise to leadership, not only of organized labor merely, but to the highest and most responsible leadership the American people have to offer, by influencing labor to conduct its affairs under the Golden Rule philosophy.

There is not a situation on earth which does not offer a splendid opportunity for someone to benefit by making use of the Golden Rule.

The time is not far distant when it will be business suicide to try to conduct business under any other standard except the Golden Rule. This fact is so obvious that is seems to this writer expedient for the wise ones to fall in line now and thereby get credit for something which they will later have to do anyway.

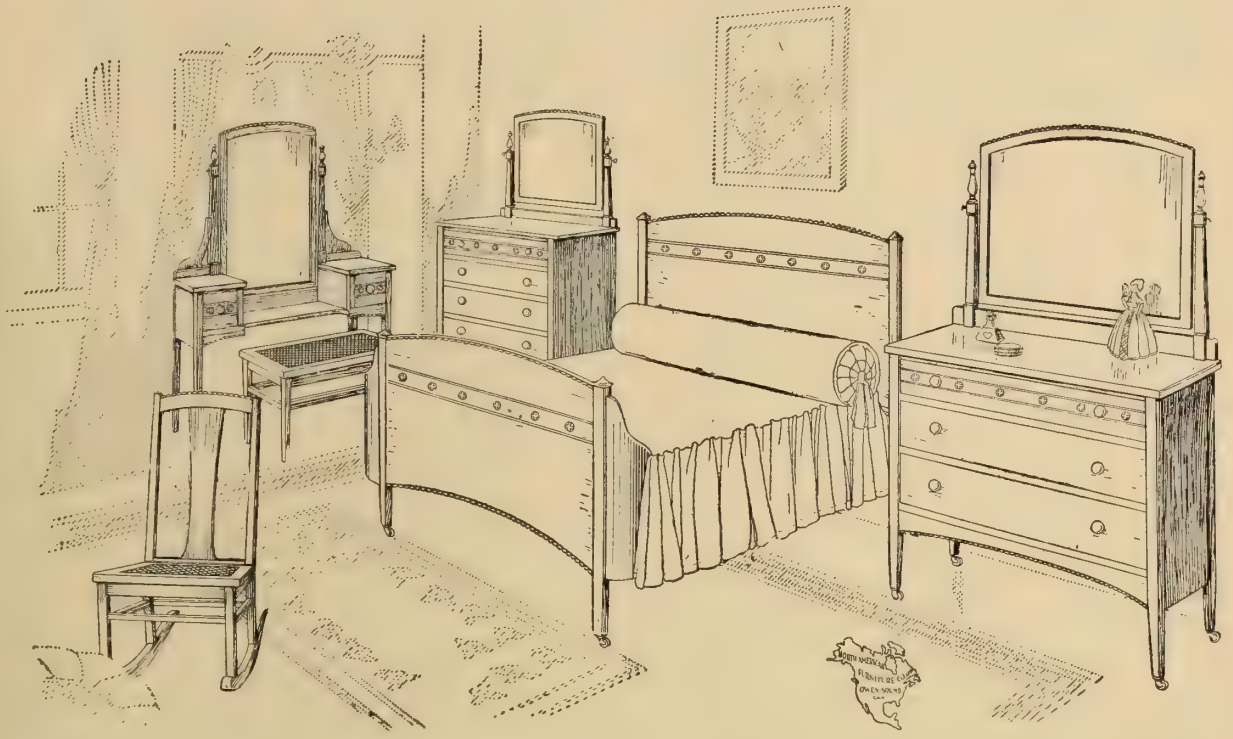
Adopt the Golden Rule as your business motto and write it on your business stationery and in every advertisement you publish. It will pay you handsomely.

A GET-TOGETHER SALE

The retail merchants around the Hamilton (Ont.) market are holding a "get-together" sale once a week. Fourteen of the merchants have participated in the weekly sale and have had already several very successful events.

SELL CANADIAN GOODS

Only by increasing the sale of Canadian commodies can we avoid increasing our foreign indebtness. Never, even in war time, was it so essential to increase our exports. A duty falls on manufacturers to produce articles of a quality and price that will compare favorably with foreign makes, and on our agricultural interests to increase production.



Bed Room Suite No. 551



Member Home Furnishings Bureaulnc., 1921,
Trade Mark Registered

This attractive little Gum Suite finished in either Walnut, Mahogany or Ivory is priced lower than anything we have turned out this year, but is nevertheless well constructed and finished throughout.

You can meet the present popular demand for medium priced furniture by stocking this suite with the knowledge that your repeat orders will be promptly shipped.

The North American Furniture Co., Limited

Owen Sound -:- Ontario

"The Home of Good Furniture."

Thoroughly Comfortable

This to a certain extent describes our line of Reed Furniture.

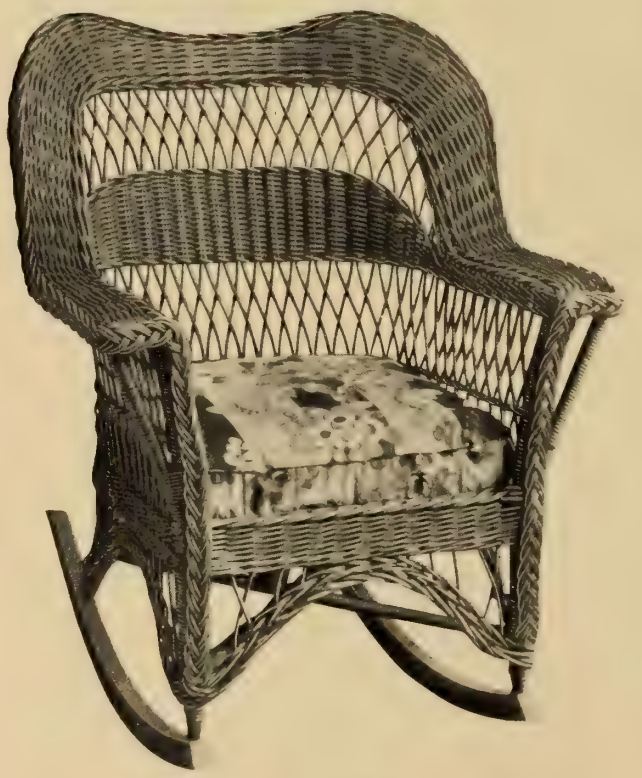
It is dignified and beautiful in design, with upholstery of the finest quality.

These chairs are substantially built of the best reed obtainable and are constructed to give lasting service.

There is real profit in this line for the dealer who handles it.



No. 5142



No. 5086

Reed Furniture can be widely used for the Living Room, Den, Sunroom, or Library.

It enhances the appearance and imparts a degree of comfort that cannot otherwise be obtained.

To dealers who are interested we will gladly send blueprints of our many designs.

The North American Bent Chair Co., Limited

Owen Sound, Ontario

CATALOGUE WORTH HAVING

One of the most beautiful catalogues reaching this office is that entitled "Catalogue No. 3—1921" and recently issued by Snyder Bros. Upholstering Co., Ltd., Waterloo, Ont. Noted as manufacturers of high quality upholstered parlor, den and livingroom furniture, tables, novelties, etc., this company have in their latest catalogue given us a clear and splendid idea of the articles they turn out.

The catalogue is a triumph for the printing art. It contains some 66 pages on tinted calendared paper, the illustrations being very choice, the details of all patterns showing up strong and clear. A colored illustration of a furnished room showing a suite of the newest Snyder upholstered furniture makes an excellent frontispiece, and the cover in a brown imitation leather-paper design with gold lettering embellishes this splendid catalogue.

KNECHTEL KITCHEN KABINETS

A new catalogue describing the whole range of "Knechtel Kitchen Kabinets" has just been published by the makers, Knechtel Kitchen Kabinet, Ltd., Hanover, Ont. It is a book of 26 pages which thoroughly describes and illustrates all the articles in this line.

The range of Knechtel Kabinets shown in the catalogue represents the last choice of years of experience in their manufacture. They are built in a large modern factory that specializes on these articles and makes nothing else. While the designs and equipment of the different Kabinets vary somewhat, throughout one idea and purpose has been kept in view—to place in Canadian homes the best possible time-saving and strength reseving device that can be built.

PHONOGRAPH DISPLAYS AT TORONTO

Among phonographs exhibited in the Music Building were those of the Columbia Graphaphone Co.; Berliner Gramophone Company's "Victor" machines; I. Montague & Co's "Sonora" phonographs; Phonola Co. of Canada; Scythe's Æolian Vocalion; Starr Co.; and the Edison By R. S. Williams & Sons Co.

The Gold Medal Phonograph

In a tent on the grounds a display demonstration was made of the Gold Medal phonograph. A couple of dozen machines were shown in all, of different design.

For the Gold Medal phonograph it can truly be said it is a musical instrument of distinction. It is made of carefully selected and inspected material, and then skilfully manufactured. The horn is constructed scientifically, and the tone-arm and sound-box are the last word in these contrivances. The same can be said of the motor. In beauty of design and finish the Gold Medal phonograph ranks with the best.

While the cases are mostly upright, all are built on period lines. At present—and the company featured them at the Exhibition—a number of consol table designs are most prominent.

MONUMENT TO FURNITURE MAN

A two-days' campaign recently inaugurated in Fort Wayne, Ind., raised $16,000 from its citizens to erect a monument to Col. D. N. Foster, president of the Foster Furniture Stores in that city, and to commemorate the great work he has done for his city in the way of opening up local parks. The monument was unveiled on the Colonel's 30th birthday.



Shaft No. 6021. Shade No. 7-0-24"

Baetz Bros. Specialty Co., Limited
Kitchener, Ontario

Makers of

Portable Electric Lamps
Silk and Parchment Shades

ASSOCIATED WITH

Baetz Bros., Furniture Co., Limited
Living Room Furniture

Anthes-Baetz Furniture Co., Limited
Chamber and Dining Room Furniture

News of the Canadian Furniture World

Joseph Lapointe has registered his funeral directing business at Montreal.

Hoyles Bedding House, dealers in beds and mattresses, have commenced in business at Hamilton, Ont.

The annual meeting of the Ontario Fire Prevention League, Inc., will be held in Toronto on Tuesday, Oct. 18.

Frank Hewson, Paris, Ont., has purchased the furniture and funeral directing business of J. Finlayson & Son, at Paris.

Mrs. W. H. Wallace and daughter of Sussex N. B., are visiting this summer at Mrs. Wallace's mother's home in Sheffield, England.

The Home Chemical Co., Ltd., Toronto, has been incorporated by provincial charter to make furniture and other polishes. Capital, $60,000.

Irving & McFarland of Hamilton have purchased the furniture and funeral directing business of M. D. E. Kitching & Co. at Grimsby, Ont.

A Fort Worth, Texas, furniture dealer to attract attention to his displays had a dancing girl do some terpichorean stunts in one of the windows.

The Happy Thought Foundry Co., Ltd., of Brantford, Ont., have been authorized to acquire land for welfare purposes to the extent of $19,450.

The West Toronto Upholstering Co. has been registered.

Dupins Freres, Ltd., Montreal, will erect a new store and reconstruct their present building.

Benson-Johnston, Ltd., Hamilton, Ont., have been incorporated by Ontario charter to make and deal in office furniture and supplies. Capital, $500,000.

Miss Violet F. Olive, daughter of President Olive of the Nova Scotia Association, was married recently at Truro to Rev. C. F. Bleakney of Bridgewater, N. S.

The Lloyd Mfg. Co. held a big picnic last month for their employees in one of the parks adjacent to Menominee, Mich. It was attended by 1,800 persons.

Wilder's, Ltd., Montreal, has been incorporated by Dominion charter, and capital of $500,000, to manufacture, import and deal in furniture and furnishings.

REPRESENTATIVES WANTED

One of the largest manufacturers of medium-priced bedroom and dining room furniture in the United States desires representatives in Canada. Only experienced salesmen of good character and thoroughly acquainted with the trade will receive consideration.

Address Box 124 c/o Furniture World, mentioning lines carried at present and giving references.

The Bournival Piano & Gramophone, Ltd., Montreal, has been incorporated with a capital of $200,000. Dr. L. O. Bournival of Outremont, Montreal, is interested.

M. D. E. Kitching & Co., Grimsby, Ont., have sold their furniture business to Irving & McFarland of Hamilton.

Frank Hewson has purchased J. Finlayson & Son's furniture business at Paris, Ont.

W. McLeod Day has succeeded W. G. Smith as Eastern representative of Christie Bros. & Co., of Amherst, N. S.

George McLaren & Sons of Pictou, N. S., have installed a motor hearse, the first in their county.

A SIGN THAT HAS BEEN DISCARDED

In the "good old days" one used to see a sign in stores that read like this—"If You Don't See What You Want Ask for It."

You do not see that sign often these days. Merchants are wiser. They know that customers are not going to do much asking about merchandise that may be hidden away some place out of sight.

LOOK PLEASANT

BE PLEASANT. It doesn't cost you a penny more to give the salesman a cheerful greeting, to make him feel that you're glad to see him. Really, you know the man on the road is pretty often a gentleman, and some-

But that isn't the basis on which you should regard "the man with the grip." Just remember that this fellow has been selected for a difficult, tiring task, because of his special fitness as an emissary of his house; remember that he stays on the pay-roll because he's often able to put in a good hard day of work after a night in a bed that would give you the jim-jams.

Get us right! We're not soliciting sympathy for the "Knight of the Valise;" we're simply suggesting that you can make him feel just a little more like the human being he is if you'll just loosen up the muscles around the mouth and Smile!

From your angle there's the big advantage that comes from the friendship of the man who is so closely in touch with the vital facts in your particular business. The good salesman is a mine of information, and it's a good idea for you to give him a chance to pass some of his knowledge times—if you want to value a man by his ability to extract dollars per year—the man who asks you to buy from him has an income that isn't to be sneezed at.

THE Standard Furniture Co. of Seattle have brought about closer co-operation between employers and employees through the formation of a glee club. The boys recently gave a minstrel entertainment.

Is your business in a rut? Are you in a rut? Reading the trade papers of your business will get you out of the rut if you act upon what you read.

Push Linoleum and Linoleum Rugs This Fall—There's Money In It!

HUNDREDS of merchants throughout Canada have made big money this year featuring Linoleum, Floor Oilcloth and Feltol, as well as Linoleum and Floor Oilcloth Rugs.

Our extensive advertising campaign has been most successful in creating good business for these merchants.

We have made plans to continue this advertising this Fall.

Merchants who are prepared, will receive the early Fall business. Look over your stock—get it in order. Use our display material—merchants all over Canada have found it most helpful in making sales.

DISPLAY LINOLEUM AND LINOLEUM RUGS PROMINENTLY AND WATCH YOUR SALES GROW

Write for a supply of attractive Show Cards and Paper Patterns for use in your window and department display.

DOMINION OILCLOTH & LINOLEUM CO., LIMITED
MONTREAL

WITH THE TRAVELLERS ON THE ROAD

Wise and otherwise tales picked up by *Furniture World* representatives while touring the country

A man covering the furniture trade week in and week out is sure to pick up many valuable ideas which can be passed on as suggestions to the trade. He is really an information bureau because he is acquainted with all districts in the city and probably calls on the trade in small towns. In many cases an idea will be passed along which will prove a great asset to your own business. This dealer makes friends of these men and says that he has profited by their experience to a great extent. Give them all a hearing, encourage them to talk and if an order is not given they don't mind that because they know whether you are in a position to buy at that time or not. Listen attentively to all a traveller has to say the next time he calls on you, and see if you cannot glean something from his conversation which will prove of value to you either right away or later on. Dealers are always looking for original ideas, or new methods of encouraging business. These, the traveller has perhaps seen carried out elsewhere and will no doubt pass them on to you. Then don't forget to do some of the talking yourself. Ask questions about your stocks, whether he thinks your store is attractive or not, what little conveniences might be installed in order to make shopping more comfortable for your customers. You will find that he is glad to help you, if he can, and do his part to try and make your business a greater success.

In a recent interview a dealer said: "It has often been the case that increased business has resulted through the influence of the traveller." It takes a big man to be a traveller of good repute, not only to sell his own goods but to be able to tell a merchant to stock some of his competitor's goods, because he knows they are genuine and there will be a demand for them. To the dealer who has never looked on this matter in the right light let us say: "Never miss an opportunity of learning something by dismissing a commercial man abruptly." He is the connecting link between your store and the outside world. He can give you information useful in your business which will help you to be a better business man. Treat him courteously at all times; cultivate his friendship; make his way a little smoother by meeting him with a cordial smile, and his appreciation will be great satisfaction to you, while his experience and foresight will enable you to lift your business to a higher plane.

DO SNAKES BITE? ASK CLARENCE CORYELL

Our congenial friend Clarence Coryell does not go fishing ing very often and we have often wondered why he does not in this land of good fishing and better fishermen, but now we know—he is afraid of snakes. He is not afraid of them when they are of the ordinary kind and on the ground but when they are of the extra-ordinary kind and climb up his trouser legs, that's a different story.

Once upon a time Clarence and Bill Pearson went fishing near Dorset. They were mighty busy and interested when suddenly Clarence let out a yelp and clutched frantically at his trouser leg.

"There's a snake up my leg. I've got hold of him by the ear!" yelled Clarence to his friend, who came running to his assistance.

With a broken portion of a bottle he tried to cut the trouser leg open and let the offender crawl out but the glass would not cut. So Clarence reached up his trouser leg to grab the snake and pull him out and was awarded by a sharp pierce on the finger which bled profusely. Then his friend ran about a mile to a farmhouse to borrow a knife and upon returning cut open the pant leg. But instead of a venomous reptile the only thing found inside was guess —a length of a suspender which had dropped down and caused all the scare. And the "snake bite" on Clarence's finger was nothing more than a scratch from the catch buckle of the suspender. Although Clarence's pains were relieved, a perfectly good pair of trousers were spoiled and since then he has been most horribly afraid of snakes and does not go fishing.

THE KIND OF MEN WANTED

There are two kinds of salesmen whom furniture men admire and want to-day. They are the kind of men who can sell every article as they go along, and make the sale stick when the order is finally completed; and the kind who know how to suggest articles which he knows the customer can use and afford, and which may later result in additional sales.—F. H. Sweet.

WHAT EVERY FURNITURE SALESMAN SHOULD KNOW.

Here is a list of things gleaned from various sources that a good salesman should know about the goods he sells:

First. What goods are in stock. Sizes, quantities, qualities, prices.

Second. Where the goods are located. Stock on sale and reserve supply.

Third. What goods are on order and when they are expected.

Fourth. What the selling points of each line are.

OVER THE TOP AGAIN

The Furniture World representative approached a dealer a few days ago on his sales comparison this year and last. The dealer said business is bad this year; nothing at all doing. After a little talk we glanced at his request at his cash book. For the week of July 18 to 23 it was $320 cash sales and one funeral, in a town of less than 3,000 population.

Better make occasional mistakes than never try a better way.

SOME OF OUR NEW LINES WHICH ARE VERY APPROPRIATE FOR YOUR FALL TRADE.



No. 2148 Table



No. 2141 Tea Waggon.

THE
F. E. COOMBE FURNITURE CO.
LIMITED
KINCARDINE, ONTARIO

Antique Gold and Polychrome



No. 6070—Stippled High Back, in Powdered Gold Antique or Two-tone, fully burnished. Made in four sizes up to three inches wide.

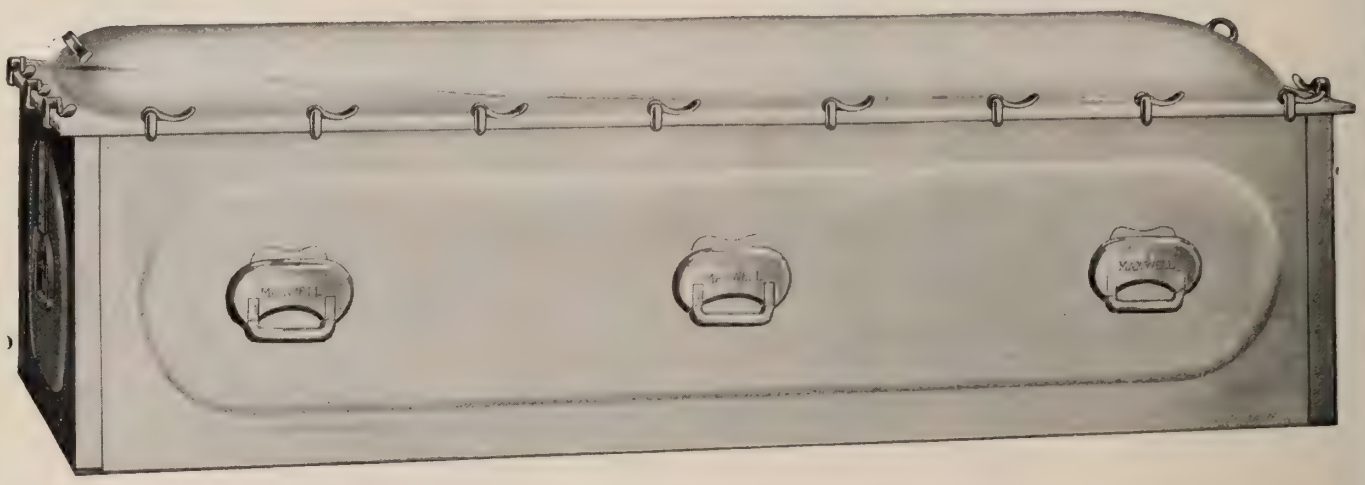
This season's line of Mouldings contains many novelties in finish, in Polychrome and Two Tone Antiques in Powdered Gold. Our travellers show a full representation of these, as well as the standard patterns and finishes.

PHILLIPS MANUFACTURING COMPANY, LIMITED

258-326 CARLAW AVE., TORONTO, ONT.

Manufacturers of Mouldings, Frames, Mirrors

THE MAXWELL
Sanitary Copper-Alloy Vault



Manufactured Exclusively of Copper-Bearing Steel
The Most Rust-Resistant Steel or Iron

Known to the Art.

Its Superiority is Now Generally Acknowledged

Even by those not making exclusive use of the material.

MAKE NO MISTAKE

Handle and sell the goods you can depend upon.
The Maxwell Vault has never failed you.

Its Quality is Always Maintained Regardless of Expense

Carried in stock by all leading jobbers.

REVISED PRICES

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

NOW ONTARIO FUNERAL SERVICE ASSN.

Thirty-eighth annual convention of C. E. A. changes name—Approve of National Association—Appoint permanent secretary—Give added service and raise the annual fee.

Official Report of Convention

NEARLY one hundred members had registered at Convention Hall when President McKillop called the first session of the Canadian Embalmers Association annual meeting to order on Tuesday morning, Sept. 6.

The minutes of the previous year's meeting were taken as read, these having been reported in full in CANADIAN FURNITURE WORLD AND THE UNDERTAKER. President McKillop made the announcements regarding the outstanding features of the Convention and asked the co-operation of all officers and members in making this year's Convention a success, especially as a new program had been prepared for the Convention proceedings, in that the meetings would be wholly devoted to business and there would be no lectures or demonstrations by an engaged professor.

Secretary Matthews gave a resume of the Executive Meetings held during the year, and also read the resolutions which had been taken up and passed at these meetings, and which he then referred to this Convention. One of these had to do with the expulsion of a member who had broken one of the by-laws of the Association.

The real business of the Convention began in the afternoon, when, after an hour devoted to the hearing of individual grievances, the President read his annual address. Secretary Matthews followed with his report; and then came in order the various committees—Publicity by Mr. C. E. Burgess; Legislation, A. A. Jackson; Special Finance, James O'Hagan. All these reports were referred to committees, the gist of them being embodied in resolutions brought in by the Resolutions Committee. The Treasurer's statement and books were handed over to the Auditors under the chairmanship of Mr. J. J. Marsh. Some of these reports are printed below, and the discussion of them will be published from time to time throughout the year.

Several Prominent Addresses

The outstanding feature of the afternoon was the address on "Registration" delivered by Mr. S. J. Manchester, chief of the Registrar-General's Department of the Ontario Government. Other important addresses given during the Convention were those of Dr. W. J. McCullough, Ontario Provincial Health Officer, on "Sanitation and the Transportation of Dead Bodies;" "Collective Effort and its Benefits," by Mr. W. S. Hulbig; "Anatomy," by Prof. J. J. McMurrich of Toronto University; "The Dominion Association," by Mr. C. N. Greenwood, the newly elected president of the Canadian National Funeral Service Assn.; and "Ontario Embalming Law," by Mr. T. Simpson, M.P., secretary of the Ontario Examining Board.



Prof. A. Worsham and his class of students at this year's C.E.A. school.

The results of the Convention are these:

Approval of forming a national association

Changing the name of the Association from Canadian Embalmers' Association to the Ontario Funeral Service Association.

Appointment of Mr. W. S. Hulbig as assistant secretary of the Association at a salary of $1,000 a year, he to devote the greater part of his time to the position, and to handle all details of the organization as well as all grievances of the members.

Raising the fee from $2 a year to $4 a year.

The New Officers

The officers elected for the ensuing year are: President, Wm. Britton, Listowel; First V. P., A. A. Jackson, Sudbury; Second V. P., Fred Scott, Woodbridge; Secretary, F. W. Matthews, Toronto; Treasurer, N. B. Cobbledick, Toronto; Auditors, G. E. Burgess and J. O'Hagan, Toronto.

The amusement features of the Convention were not neglected, Wednesday afternoon being given over to a recreation day. The funeral directors defeated the travellers in the annual baseball game by a score of 14 to 13, which despite its high figures was a first-class game, the whole nine innings being over in an hour and a half. The races were entered into with vim; the prizes were good, and all were ready for the banquet provided by the Dominion Manufacturers, Ltd., which followed the afternoon sports. Mr. Greenwood was toastmaster and he saw that due honor was paid to the toasts—The King, the manufacturers, the travellers, the guests, National Association, the ladies and the press.

President's Address

We have today assembled in this beautiful city of Toronto for our 38th annual convention, for the purpose of giving an account of our stewardship for the past year, and to prepare for a larger Association, and greater activities in increasing the efficiency of this association, known as "The Canadian Embalmers' Association."



Retiring President, T. H. McKillop, Brampton.

It is with great pleasure that I greet so many of our old associates, and I am pleased to see many new members, and I extend a hearty welcome to all.

As I look back to former years I see a great increase in members from year to year and growing proficiency in which the methods of funeral services are rendered to the public; all of which I attribute to the benefits derived from our association.

By the foresight of the Fathers of this Association, thirty-seven years ago, we have been enabled by the teaching and demonstrating of professional men who have made a life study of the art of embalming and who have been engaged by the different executives of our association from year to year to educate ourselves in the science of sanitation and the ancient art of embalming the dead. We have all benefited by the exchange of ideas in the manner of conducting funeral service, and have benefitted by the good feeling of fellowship inculcated by convening together. The standard of the profession has been elevated and distinguished from the ordinary business by the combined efforts of each member in convention, and we have been able to have legislation introduced which classifies the profession.

Embalming and sanitary science merits the careful study of every member in order that we may assist in protecting the public by eliminating to a certain extent the danger of infectious disease.

We are living in a progressive era and while we earn our daily bread by burying the dead, yet I feel that we have a great duty to perform to mankind in laboring to protect the health of the community in which we follow our profession. These subjects are being studied more and more, and it is by becoming profficient in the art that we can demonstrate to the public the professional side of our vocation.

Co-operation is a very important factor in developing profficiency in any profession or enterprise and on behalf of the members of the C.E.A. and myself I desire to thank our good friends, the manufacturers, travellers and the press for the kindly interest and enthusiasm displayed in helping to bring to a successful issue the high ideals of the association; and also the able assistance of the officers for the year 1920-21. They have endeavored to put forward a program that will be of mutual benefit.

Since our last convention the executive have met on three occasions, of which business you will receive a full report.

I am pleased to inform you that there has been organized a Dominion-wide Association under the name of "The Canadian National Funeral Service Association," and the valued services of some of our past presidents have been duly recognized. I refer to the honor bestowed on Mr. J. B. McIntyre of St. Catharines, who was made Honorary President along with Mr. John Thompson of Winnipeg; also to Mr. C. N. Greenwood of Stratford, a very prominent member of our Association who has the honor of being the first President-elect of the new Association. Our Association was represented at the National Convention by the presence of our Secretary, F. W. Matthews, Past President F. F. Morris, and Treasurer N. B. Cobbledick, and I feel that our Association is to be congratulated on having such active gentlemen in our midst.

Gentlemen, in unity there is strength, and I would respectfully suggest that we have a permanent Secretary appointed to look after the interests of our Association and to work hand in hand with the "Canadian National Funeral Association;" also that as one of a number of Dominion-wide Associations we cannot monopolize the word "Canadian," the time-honored name of "Canadian Embalmers Association" be revised. I would also ask the chairman of the different committees to be appointed to give us a thorough criticism of the different reports to be submitted and that the various members of such committees be prepared to be at such meetings when called.



HIGHEST QUALITY

Did You See Our Great Display At Toronto

Our first feeling following the Convention and Exhibition is one of gratification as a result of the expressions of the many visitors who saw our display. It was our intention to show something worth while, but the realization of our ambition in this respect exceeded by far our most optimistic anticipations. The many flattering tributes paid to the high quality of our goods were confirmed in the number of orders received—an evidence that our aim of furnishing better goods for better business is right.

Dominion Service is a worth-while slogan, because it has been in operation for years and has thoroughly stood the test. It not only represents Service from the standpoint of prompt shipment, but Service in Quality, Variety, Workmanship and hearty Cooperation between Manufacturer and Funeral Director.

Our organization aims at something more than selling goods—our staff renders Service. Not only is it a duty for our men to serve, it is a pleasure to cooperate in every way with Funeral Directors, to assist them in perfecting the highest form of public service—namely, Funeral Service.

Dominion Manufacturers, Limited

Head Office and Show Rooms :-: Toronto, Ontario



SOLID HARD

Simple in design, yet exceedingly dignified in appearanc
of the most progressive Funeral Directors in Canada. A
It is still the last word in Varnished Solid Hardwood C
Service meets all demands, and we are now making th



No. 570 Quarter Cut Oak **No. 7**

Bear in Mind our Casks

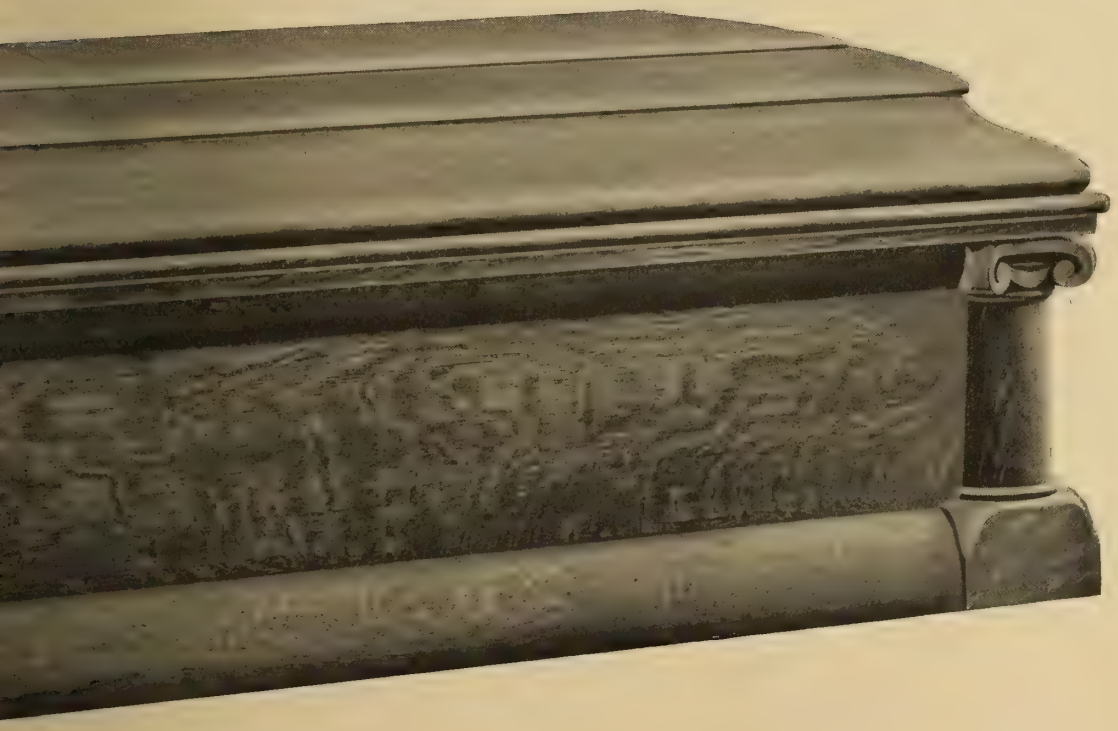
Made with hinged face panel at usual advance.

Only the Highest Quality of M

DOMINION MANUFACTURERS, LIMITE

VOOD CASKETS

he casket illustrated has won a place in the showrooms
ort year ago we introduced this design as an innovation.
kets. Demand seemed to exceed supply, but Dominion
asket in all our plants.



Walnut

No. 572 Mahogany

are Solid—Not Veneered

For prices, please refer to our latest price list.

rials are used in these Caskets

Head Office and Show Room **Toronto, Ontario**



VARIETY QUALITY

Dominion Service is Not a Jobbing Proposition

We Are Manufacturers

of solid bronze and steel caskets; solid mahogany, walnut, quartered oak, birch mahogany, plain oak, etc., varnished caskets; spartan-shaded hardwood caskets; all designs of adults' and children's covered caskets, burial robes, suits, dresses, and casket interiors, casket hardware, cooling boards, pedestals, and in fact everything a Funeral Director may require.

Just a Word about Our Hardware

Our display of casket-trimming hardware this year was without question the best exhibition ever attempted in Canada, yet it is only an earnest of what is to follow. Our casket hardware manufacturing plants can, and will, produce the finest and most modern line of handles, plates, ornaments and trimming sets, complete, in the Dominion. The wonderful variety of rich finishes displayed at our salesrooms is an evidence of what can be accomplished by Dominion Service.

Our Branches from Coast to Coast are at Your Service

Vancouver Calgary Winnipeg London Hamilton Toronto
Montreal Three Rivers Amherst

DOMINION MANUFACTURERS, LIMITED

Head Office and Show Rooms, Toronto, Canada

Permit me, gentlemen, to express my appreciation of the honor bestowed upon me in electing me President, and my gratitude for the able assistance of your officers. I also desire to bespeak for my successor the same kindly and courteous treatment that has been accorded to me.

I trust that every member of this Association will be benefitted by his presence at this convention and that we will come back in greater numbers and with that spirit of enthusiasm and pride in our profession which is so conducive towards progress, to our next convention which by concerted effort we may make even more beneficial.

T. H. McKillop.

Secretary Matthew's Report

Collections for the year were about as usual, just about enough to carry on. There are far too many members in arrears. Your executive met just once since last convention and arranged programme as per booklet issued. The question of today is: What have you, and what have I been doing since we last met—let us hope something that has made the world we live in a little better for having lived here.

"Service" seems to be the slogan of today. Are we rendering 100% efficiency, or are we collecting 100% and delivering 50%? If so, we are not giving the public a square deal.

A few days ago we received a body from a near-by good-sized town of a Torontonian who died suddenly in that location, and although the relations were quite prepared to pay, and did pay, a good price for a good article in the way of casket and shell; and although the body was well taken care of, the head rested upon this box and roll of paper, and it was almost necessary for us to use a search-light to find the remains in the casket, because of the lack of upholstering. Do you think this is carelessness or ignorance. Possibly the work may have been intrusted to an employee who fell short delivering what would have been 100% service if the casket had been properly uphostered. I am quite sure that you will agreew ith me that transactions of this kind are an insult to the profession in general, and it is no wonder why we collectively are not progressing as rapidly as we should . *"Just Don't Do Things Under Cover."* Finish your work satisfactorily to yourself, and I am quite sure your client will have no cause for complaint.

I am going back to my last year's report and repeat what I said then. We, as an association, are not operating on a sound foundation. First our name is wrong, and secondly our annual fee is too small. The National Funeral Service Association was instituted in Winnipeg last July. We, therefore, have no right to a national title. Our fee is too small. Mr. Hulbig will have something to say to you re this a little later on.

"Colleagues" let us get down to business; put ourselves on the map; charge a fee sufficient to employ a permanent secretary whose duty it will be to look after your interests and mine every day.

Who are the bone and sinew of our Association, you, gentlemen, who are here and whose faces are always with us. Don't you think we could make this organization interesting enough to have the other fellow, who now doesn't care, want to join us? The first thing to do is put the fee at a point worth while, and each one of you start something. Tell the secretary, or president, or both, that they are not fulfilling their duties, but don't make this statement unless you are prepared to direct their course in the right channel. Have something to say on the floor of this house; don't go outside after the meeting has been adjourned and find fault. We want your ideas whether they be good or no good.

This year we have excluded practical demonstrations on embalming, just to give us more time to discuss business methods, and as each subject presents itself, let us deal with it very thoroughly.

Again I thank you for your confidence.

F. W. Matthews.

Special Finance Committee Report

At the Executive meeting of the C.E.A. held in April, Mr. W. J. Stewart and myself were appointed a special committee to look over the ledger and report thereon as to the financial standing of the Association and its members and to suggest ways and means whereby the condition complained of for several years past in your secretary's reports could be remedied.

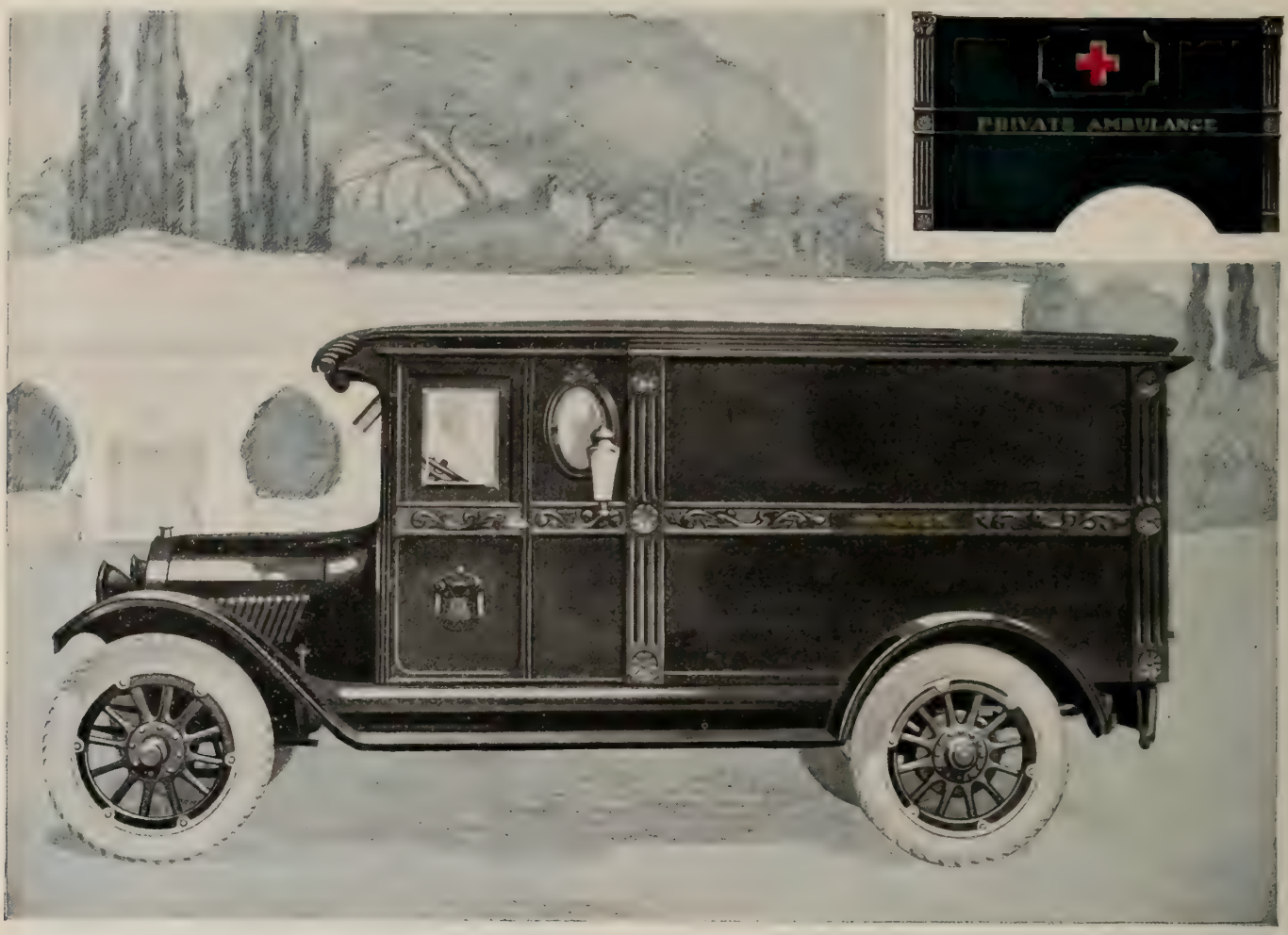
Up to the 1st of September there were 309 of our members in arrears for two years or more, owing $3,524.00. Of these 110 are in arrears for $6 or less and 251 for $10 or more. This is a serious condition, especially when we see so many owing up to $20. Indeed some few go above this figure, and one owes as high as $32.



Officers of the newly found Canadian National Funreal Service Association. Standing—A. B. Gardiner, Winnipeg, secretary-treasurer; C. N. Greenwood, Stratford, president; W. S. Yule, Swift Current, First V. P.; R. Macpherson, Brandon, Second V. P. Seated—Hon. Presidents J. Thomson Winnipeg, and J. B. McIntyre, St. Catharines.

This matter of back dues was brought up last year by the Resolutions Committee and allowed to stand as a notice of motion for this Convention. At that time the proposition was made to cut off all who were in arrears for more than $6. On debate this proposition was amended to read $10 and over. This committee favor the later alternative, feeling that if any member is over $10 in arrears all he need do is to drop his membership and apply for admission as a new member, which he can do on payment of $10.

Of course the C.E.A. being an incorporated body we think it is quite legal to sue for these arrears, but also believe it would not be wise to do si. One remedy we suggest is this, that a small, strong financial committee—three would be sufficient—be appointed at this convention to take up this matter of arrears and personally visit (or have some person or persons deputized to do so) those in arrears for $10 or over, explain the positin of affairs to them and if possible collect this arrearage. Where unable to do so this committee should have power forthwith to



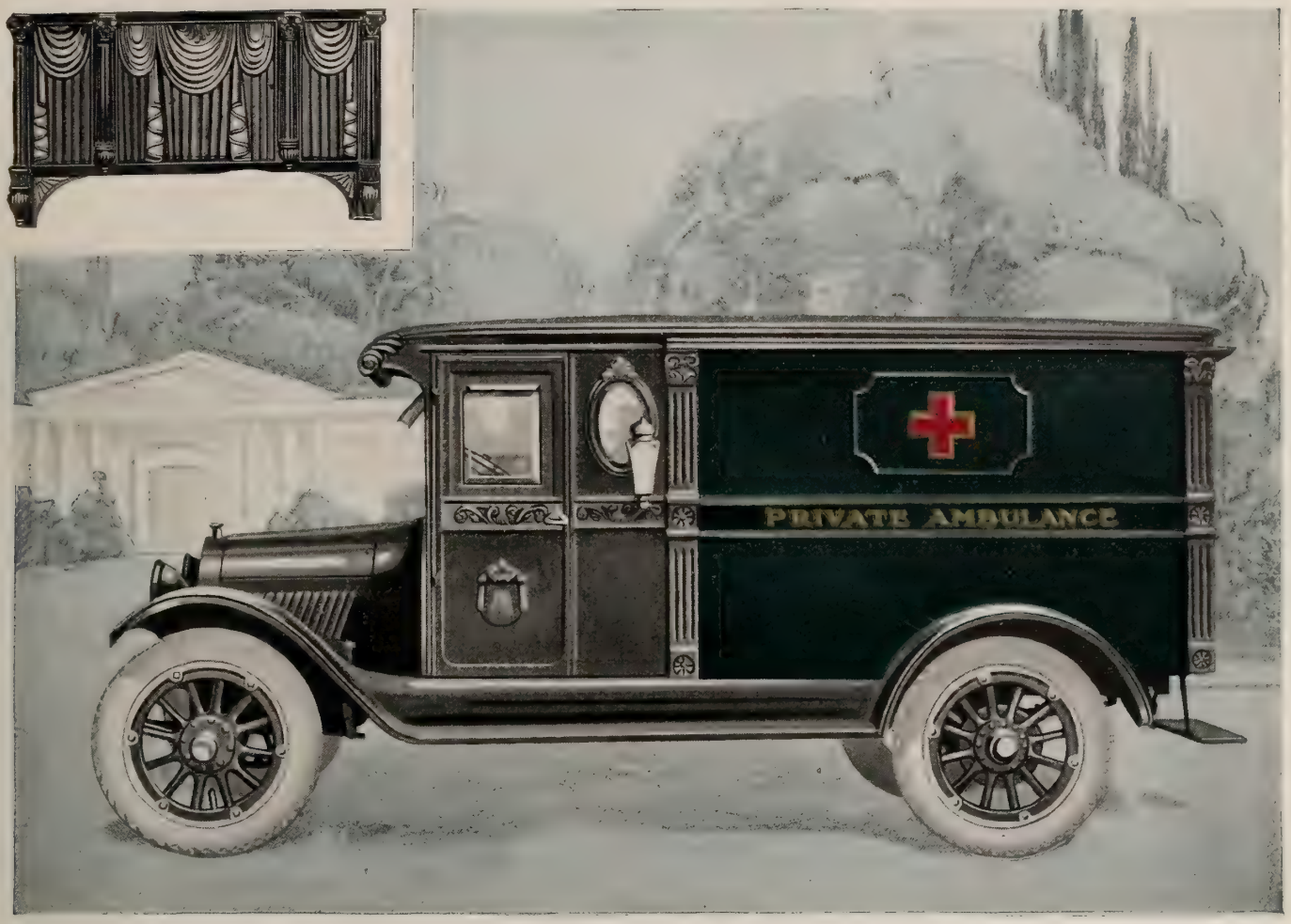
Casket Van, Hearse and Ambulance

THE above illustration is an exact reproduction of our three-in-one Casket Van, Hearse and Ambulance. As in all the others the Casket Van is the same, nothing to be moved from the Casket Van to make the change for the ambulance. (Ambulance side is shown in the insert). This outfit is the only complete combination made, in fact is the only combination worthy of the name.

Workmanship and Materials of the Best.
Designs Fully Patented.

MITCHELL & COMPANY

INGERSOLL, ONTARIO



The Only Combination Made

THE above illustration shows our combination with the ambulance sides in place. Hearse side reduced is shown in the insert. We not only give you ambulance sides but we supply light couch, also stretcher, folding seat inside, folding step at rear, movable sash in doors for air current. Also sliding sash back of driver's seat. To change from hearse to ambulance requires but five minutes work.

FOR SALE—Several Used Motor Hearses
All in Perfect Condition.

MITCHELL & COMPANY

INGERSOLL, ONTARIO

cut off from membership all those refusing to pay up arrears.

This matter of membership is a serious one for the C.E.A. as with the formation of the Canadian National Funeral Service Association we are liable to a per capita tax of 25 cents for every member in our Association, and it would be unfair to incur a debt that would not be paid by all members of the Association.

With the matter of increased fees the committee did not deal, not being asked to do so. But the members feel that a higher yearly fee with the Association giving added service would be a good thing for the present membership and might help in having those in arrears more willing to pay up their debts.

On behalf of the Committee,

James O'Hagan.

Toronto, Sept. 6, 1921.

LARGE CLASS AT C.E.A. SCHOOL

The largest class in the history of the C.E.A. school was that which attended this year's sessions at Toronto. The class numbered 49, those in attendance being: Russell L. Gibson, Toronto; R. A. Julien, Ottawa; E. E. Puffall, Kitchener; Peter Delemere, Colgan; Jas. F. McComb, Belleville; D. H. Webster, Oakwood; Thos. Humphrey, Toronto; Wm. E. Kearne, Beeton; Adam Wallace, Comber; J. A. McDonald, Cornwall; W. W. A. Gray, Erin; Ed. J. Letang, Almonte; J. W. Blake, Shelbourne; A. L. Bennett, Algonquin; A. R. Williams, St. Thomas; C. W. Misener, Niagara Falls; A. Lowrie, Maple; M. Hoover, Selkirk; A. L. McDermott, Oshawa; A. McNeil, London; H. L. Lubbock, Toronto; G. N. Burrows, Windsor; C. L. Wilson, Drumbo; J. Stewart, Hamilton; G. Chappell, Hamilton; Geo. W. Stitt, Toronto; W. G. Watson, Priceville; M. R. Rutherford, Ottawa; Orval Falls, Midland; Wm. Hodgson, Brampton; John Kitching, Waterdown; D. S. Wilkie, Toronto; J. R. Wheeler, Toronto; C. E. Jones, Marmora; H. B. Birney, Ottawa; Fred M. Porter, Toronto; W. P. Heinbuck, Stratford; Edmond Quinn, Colborne; Stanley Catt, Arkona; Neil McPhee, Parkhill; Dyzart R. Robb, Sarnia; Elmer J. Harding, Wilkesport; O. B. Walton, Toronto; Herbert H. Harmer, Southampton; C. A. Chadwick, Simcoe; A. Harrison, London; Jas. A. Cain, Lindsay; Gordon Brown, Hamilton; Wm. C. C. Garlick, London.

PRAISE FROM HIS LOCAL PAPER.

"Twenty-three years ago Thursday of this week that beloved man and splendid citizen of our town, Mr. James Ross, began his work as funeral director of the town and surrounding districts. The first funeral he had charge of was that of Mrs. Peter Campbell, wife of a former elder of St. Andrew's Church, and since then, in summer, in cold, and heat and rain and storms and shine, Mr. Ross has gone on performing these offices, which are universally necessary. In the performance of these duties, Mr. Ross by his gentle and kindly sympathetic personality has performed these sadly necessary offices in hundreds of homes of mourning, entering into the pangs of their sorrow, sharing their burdens and sympathizing in their griefs with a brother and father's heart. Mr. Ross is a gentleman who dignifices his office, and always exhibits a fellow feeling of compassion and sympathy for the bereaved in the words of the poet 'With a fearless confidence makes known; the sorrows sympathy esteems its own.' Mr. Ross is the embodiment of that broad charity which that great apostle Paul says: suffereth long and is kind, envieth not, thinketh no evil, beareth all things, endureth all things, vaunteth not itself and never faileth but abides as the greatest thing in the world. We hope and trust and pray that Mr. James Ross may long be spared for many years to come continuing to perform in his uniquetly and sympathetic way, his offices with the fellow feeling that is wonderfully kind."—Enterprise, New Glasgow, N. S.

CANADIAN NATIONAL FUNERAL SERVICE ASSN.

ON Friday morning ot ten o'clock, the day following the conclusion of the 17th Annual Convention of the Western Canada Funeral Directors and Embalmers' Association, a largely attended meeting of funeral directors organized the Canadian National Funeral Service Association. This organization will be in Canada a counterpart of that splendid organization known in the States as the National Funeral Directors' Association.

At the meeting were representatives from the Canadian Embalmers' Association and the Saskatchewan Funeral Directors' Association, along with a large representation from the Western Canada Funeral Directors' Association, whose territory is Manitoba. Much interest was displayed, a name was adopted for the organization, viz. "Canadian National Funeral Service Association".

It was decided that the officers be two Honorary Presidents, President, Vice-President, Second Vice-President, and Secretary-Treasurer. That the first Vice-President be Chairman of Constitution and By-laws Committee to bring a report as such at next meeting. That the second Vice-President be Chairman of Resolution Committee. It was further decided that these committees consist of two members besides chairman, the chairman to select his own committee. That the assessment on associations affiliated be twenty five cents per capita for members in good standing in their respective Assaciations. That the Association Executive consist of elected officers, the President to be Chairman of same.

Officers then elected were:

Hon. Presidents-J. B. Mc Intyre, St. Catharines.J. Thomson, Winnipeg.

President-C. N. Greenwood, Stratford. First Vice-President W. S. Yule, Swift Current; Second Vice-President, R. Macpherson, Brandon. Secretary-Treasurer- A. B. Gardiner, Winnipeg.

Next meeting will be held at Toronto following Canadian Embalmers' Association meeting, September, 1922.

A very interesting feature of the meeting was a presentation by Profeessor Albert Worsham to the President on behalf of the Association, of funds to purchase a gavel to be used by the presiding officer. Mr Morris of Bowmanville and Nelson Cobbledick of Toronto were appointed a committee to procure this gavel, it being the wish of the meeting that it be composed of a piece of wood from each of the nine provinces of the Dominion of Canada.

The Office Specialty Mfg. Co., Ltd., have opened a branch service store, under the charge of J. L. Vezina, at Quebec City.

Mr. and Mrs. A. G. Washington and daughter of Swift Current, Sask., have just returned from a six-weeks' trip to the Pacific Coast. The tourists made stops at Vancouver, Victoria. Seattle, Tacoma and at Penticton, B C., in the beautiful Okanagan fruit valley. Climbing the Rockies and bathing in the Pacific were two principal pastimes.

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HAMILTON -:- CANADA

NOVA SCOTIA ASSOCIATION CONVENTION

Very good meetings—Large attendance—Prof. Worsham gives some worth-while lectures and demonstrations—Entertainment features.

THE thirteenth annual convention of the Nova Scotia Funeral Directors' Association opened on the morning of August 16, at 10.30 o'clock, at John Snow & Co's. funeral parlors, Argyle street, Halifax. The convention was in session during the 17th and 18th. It continued attended by a large number of men in the profession from all parts of Nova Scotia.

Owing to the absence of the president, J. B. Olive of Truro, who was delayed by the late arrival of his train, John Snow presided.

Venerable Archdeacon Armitage opened the convention with prayer, followed by an address of welcome by Mayor J. S. Parker. Mayor Parker extended a cordial greeting to the delegates, expressing his pleasure in opening their convention, hoping that this city may be their headquarters for many more conventions. The Mayor's address was not of great length, but was received with much pleasure.

He hoped the funeral directors present would enjoy their stay in the city, be successful in their deliberations and would benefit by the convention, so far as knowledge was concerned. The city was theirs while they were in it and if there was anything in his power he could do to help them he was at their service.

That Prof. Worsham's addresses and demonstrations at last year's convention were appreciated was well evidenced by the fact that he was back again this year. The Mayor had heard one of his addresses last year and found it very instructive and enlightening.



PROF. A. WORSHAM, Chicago

The funeral directors of Halifax and Dartmouth were a fine class of men. Since his boyhood he had known the veteran John Snow, had frequently been in that gentleman's home during the past quarter of a century and had the very highest regard for him. Every citizen looked to Mr. Snow as a man to respect, a good citizen who had done well his part by the city and its people. Nobody really knew how greatly Mr. Snow assisted the unfortunate and needy. As a funeral director there was none better.

Always Trying to Improve

Replying to the Mayor's address, Mr. Snow said he was sure the members appreciated the Mayor's kind references to the Association. So far as he was personally concerned he was but one plain citizen of Halifax and only tried to do his duty as a citizen as he saw it, and his professional duties with what skill and ability he was possessor of. Every year the methods of funeral conducting in Nova Scotia were improving and he felt they were not bettered anywhere. If further improvement was possible at any time in the future it was certain to be effected. Nova Scotia funeral directors ever showed a disposition to avoid anything that would not appeal to the feelings of the most delicate persons in time of bereavement. He thanked the Mayor for the cordial welcome given and added to the city's his own welcome and fraternal greetings to the members.

Professor A. Worsham of Chicago who gave the convention lectures and demonstrations, was introduced. Professor Worsham attended last year's sessions in the interests of the Association. After various remarks by delegates the morning session was adjourned.

The afternoon session was wholly taken up by demonstrations given by Professor Worsham, in embalming and derma-surgery. These demonstrations were made with the greatest of skill and perfectness and were watched by the delegates with attentiveness. The session was brought to a close at 5 o'clock.

The second day's proceedings began at 9.30 with a business discussion, followed by an address by the Professor. The reading of the minutes, address of the president, Mr. J. C. Olive of Truro, and reading of reports then followed.

A letter was received from James O'Hagan, Editor of the Canadian Furniture World, greeting the delegates as follows: "Kindest regards to all my Nova Scotia friends and best fortune to the Nova Scotia Convention;" and a telegram was also received from D. M. Andrews, Secretary-treasurer of the Dominion Manufacturers, expressing his regret at being unable to attend.

Entertainment Features

In the afternoon the delegates were treated to a motor trip around the suburbs and in the evening the attraction was a theatre party at the Majestic with supper and social hour afterwards at the Green Lantern. Over sixty were present at the theatre party.

The third and last day was given over to Prof. Worsham, who lectured both morning and afternoon.

Before the convention adjourned a set of resolutions were presented, as follows:

Your Committee appointed on resolutions beg leave to submit the following:

1. That the thanks of this Association be extended to Dominion Manufacturers, Ltd.; Elliott Bros.; Cameron & Fraser; Tuttle Bros.; Montague Furnishing Co., and Dr. G. W. Ferguson for their generous donations.

Motor Hearses



One of the new attractive motor hearse designs with which we have recently supplied several prominent Funeral Directors.

Ask us to quote you on your new motor hearse requirements—our prices are most reasonable and we guarantee a first class job.

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We will convert your horse hearse into a snappy motor vehicle—lengthen the chassis of whatever car you have—making a real up-to-date turnout.

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2. To the Canadian Funeral Director for publicity of Association meetings.

3. To John Snow for his princely entertainment.

4. To Messrs. B. C. Cruikshank and C. E. Zink for their refreshments.

5. To "The Rosary" for a basket of flowers.

6. To Miss Murdoch for her clerical assistance to members of the Association and for her special attention to the ladies.

7. To Snow & Co., Ltd., for the use of rooms and expense they have been put to for the comfort of all in attendance.

8. To the Press for the publicity of all our meetings.

The Committee also recommend the hearty support of every member of the Nova Scotia Funeral Directors' Association in establishing a National Funeral Directors' Association for Canada.

The ladies were not forgotten, and as guests of John Snow, were entertained by a motor trip throughout the city, viewing points of interest. After the drive refreshments were served.

Those Who Were There

Among those attending the convention were:—J. C. B. Olive, President, Truro; C. E. Zinck, Secretary, Dartmouth; E. C. McLellan, Tatamagouch; Wm. Fitzrandolph, Lawrencetown; A. N. Brown, Springhill; J. Lauder, Hillsboro, N.B.; A. W. Murray, Amherst; B. C. Cruikshanks, Halifax; Professor and Mrs. Worsham, demonstrators of embalming, Chicago; Fred Christie, of Christie Bros., Amherst; W. E. Reid, Bridgetown; Ott. Tuttle, Moncton, N.B.; Harry Tuttle, Moncton, N.B.; Frank Brown, Amherst; James Ross, New Glasgow; D. L. McKenzie, Montague, P.E.I.; W. C. Hiltz, Chester; V. S. Sweeney, Yarmouth; C. S. West, Liverpool; W. Logan, Shubenacadie; M. MacLeod, P.E.I.; H. G. MacQuarrie, Stellarton; and David Zinck, Lunenburg.

EDITOR WALLACE RETIRES.

F. W. Wallace, the Dean of the profession in Eastern Canada, is retiring from the editorship of the Canadian Funeral Director with the September issue, and in the August number he has given us his valedictory. He hopes to have a little holiday with his grandchildren, picking flowers and autumn leaves in the woods about Sussex, N. B., his home.



F. W. WALLACE, Sussex, N.B.

After 62 years of this life Mr. Wallace truly has earned a holiday. It is to be regretted that his little paper will not come any more to enlighten us with the doings of his confreres in the East, but we, as do all his friends, hope he may long be spared to instruct and advise the young men he may meet with who are entering the profession, and that his old age may be happy in the company of his family and friends.

NEW BRUNSWICK ASSOCIATION PROGRAM

The program for this year's convention of the New Brunswick Funeral Directors' Association, held at St. John on September 6. 7, and 8, was arranged as follows:

Tuesday, September 6th, 10 o'clock A.M.

Opening address by President Fitzpatrick.
Calling Roll of Officers.
Reading Minutes.
Receiving Reports.

Afternoon Session

Report of Audit Committee.
Practical Demonstration on Cadaver.

Wednesday, September 7th.

Unfinished business.
Address: Hon. Dr. W. F. Roberts, Minister of Health, or Dr. G. G. Melvin, Director of Public Health for N. B.
New Business.

Afternoon Session.

Demonstration on Cadaver.
4 o'clock, drive to Fernhill, by invitation.

Thursday, September 8th.

Nomination and Election of Officers.
Demonstration on Cadaver.

Afternoon Session.

Unfinished business.
Demonstration on Cadaver.

DEMISURGERY IN NEW BRUNSWICK

Messrs. N. L. Brenan and P. J. Fitzpatrick of St. John, N.B., recently performed a creditable piece of demisurgery on the body of a little child who was killed by a train and severed in three parts. Thanks to their efforts the little body was taken home in a pink-lined couch casket, dressed in his own cloths, and apparently without a scratch.

NEW FIRM AT HALIFAX.

Brezley & Wallace, Ltd., Funeral Directors and Embalmers, 87 Argyle St. Halifax, N. S., is a new firm now open for business. Brezley and Wallace are both young men. Mr. Brezley is a native of Halifax, while Mr. Wallace has been in business in Moncton, N. B., before going to Halifax. The new firm has a good supply of stock and equipment and an up-to-date plant.

VETERAN CASKET TRAVELLER RETIRES

W. G. Smith, a veteran Maritime commercial traveller, is retiring from the road at the conclusion of his present trip. He has been up and down the Provinces "down by the Sea" regularly for the past 40 years, the past 31 of which he has represented Christie Bros. of Amherst, N. S. Mr. Smith, though three score and ten is still hale and hearty, He is planning a trip to the Old Country this sum-

FUNERAL OF THOMAS R. RONAN.

The funeral of the late Thomas Richard Ronan, the respected funeral director of Kingston, Ont., was held from his residence in Bagot st. on July 21st.to Toronto, where a solemn Requiem Mass was celebrated in St. Michael's Cathedral by Rev. Father Kirby, rector oft he Cathedral, on Wednesday morning. Following the Mass the remains were placed beside those of his wife.

Mr. Ronan was the eldest son of the late Major Timothy and Mrs. Ronan of Ballyronan, and grandson ofthe late Rev. Horace Cook and Mrs. Cook, Cashel. He was for many years a resident of Kingston and was highly respected. He was for a long period President of St. Vincent de Paud Society. His generous and charitable nature made him a friend to all, especially those in trouble, and many a distressed one will miss this gentleman of the old school. He is survived by one daughter, Miss Ida.

HONORING UNBURIED SOLDIER DEAD

The Daily Express of London, Eng., recently made a startling charge respecting the bodies of Canadian soldier dead on the battlefields of France and Belgium. According to that paper "many graves in the great war cemeteries of Flanders and France marked with the names of fallen soldiers are in fact, empty of remains." Instances of this are published.

The Government at Ottawa being communicated with regarding this charge states that this is partly correct, the answer being that wherever a soldier was definitely known to have been killed, although his body was not found, a gravestone was erected in his memory in the Military Cemetery nearest ti the scene of the fatality.

AN ODDLY WORDED EPITAPH.

Wm. Smith of Wm. Smith & Son, Leamington, Ont., sends in the following as an example of what some of our old Canadian cemeteries produce in the way of odd tombstone epitaphs:

In memory of Susannah beloved wife of Joseph Paine who died Oct. 1st. 1874, aged 57 years 1 mo. and 2 days.

Farewell dear wife, O who can tell
If bliss thy portion is or doomed to hell,
Pardon my tears that in their passion would
Recall the from they sleeping if they could.
I must lament nature commands it so;
The more I strive with tears the more they flow
O that I knew thy end was peace
For that would stop my tears and my grief.

The above is an extract copy of inscription on tombstone in the George Robinson cemetery at Wheatley, Ont., Township of Romney. Wording, spelling and punctuation are as on stone.

DONATES MEMORIAL ORGAN

History was made recently at the Municipal Home at Norton, N. B., when a handsome organ donated by our old friend F. W. Wallace, of Sussex, N. B., was dedicated to that institution for the benefit of its inmates. A great gathering of public officials and prominent citizens from both towns attended the function.

Mr. Wallace was elected to the chair. He stated that he knew that at religious services held by all creeds, it was felt that music formed an interesting part, and he hoped that his humble gift of the organ would be accepted for the honor and glory of God, and for those who carried his message to God's children within the four walls of the Municipal Home. The ceremony of dedication was then carried out.

Addresses were delivered by many of those present; the ladies of Sussex and Norton provided a musical program; and refreshments were served by the leading business houses of Sussex.

FUNERAL DIRECTORS RECEIVE RECOGNITION.

HE national Society of Undertakers of England has been formed into district organizations for better working purposes, all affiliated into the larger body. The Society has received Govermental recognition as an organization for promoting better health and sanitary measures.

PAY TRIBUTE TO UNKNOWN DEAD

The 500 Canadian and American Rotarians visiting Europe at present placed a wreath on the tomb of the unknown soldier in the Place d'Etoile, Paris, a few days ago.

TO BURY CANADIAN SOLDIER DEAD

The "Last Post Fund"to give honorable sepulchre to any ex- service members of the Empire's Naval, Military and Air forces who might at death be in destitute circumstances, has been incorporated by Dominion charter by Brig.-Gen Armstrong and other officers of Montreal Military district.

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In Case of Drowning

WRITTEN FOR

Canadian Furniture World and The Unertaker

By Howard S. Eckels

A drowned case never is altogether an easy one to handle and yet if proper methods of procedure are adopted, it is not nearly so difficult as the average embalmer believes it to be.

The method which I advocate for handling cases of this kind is as follows:

To properly preserve a body dead from drowning the embalmer must, of course, be guided by the condition in which the body is found and the length of time it has been under water.

When the body is taken from the water a short time after death, the embalmer should first empty the body of the water that has entered the lungs. Lowering the head and pressing upon the chest will produce purging and eliminate through the bronchial tubes at least some of the water which would otherwise seriously interfere with any effort of preservation. After this has been done the body should be laid on an embalming board or table with the head and shoulders elevated so that the blood may gravitate down.

Drowning is, of course, a sudden death, and hence the body usually will be found to contain a full quota of blood and the stomach and intestines a much greater quantity of food substances than usually is found where death is the result of prolonged illness.

A peculiar bluish hue is observable in most drowned bodies. This is due to the fact that during the last two or three minutes previous to death the heart has continued to beat and has forced the venous blood through the lungs without being there purified by the oxygen, which the lungs normally would have taken from the air.

The air supply having been shut off, this venous blood is returned to the heart and then into the systemic circulation in a constantly increasing state of impurity. This shows particularly in the face, where flushing is most annoying as well as most frequent, because of the lack of valves in the veins in this part of the body. This discoloration, moreover, is frequently exaggerated by the natural tan on the skin of the face.

Naturally the removal of this discoloration is one of the most important task which the embalmer must perform. The ordinary injection of the brachial artery may in some cases be satisfactory, but in the great majority of cases the blood is congested in the capillaries of the face and neck, and in fact, throughout the body, and is particularly noticeable in the extremities, the face and hands.

The face and hands, the parts of the body exposed during the funeral, are the most important from the embalmer's standpoint. He should, therefore, in such cases use the auxiliary method, inserting the long flexible axillary and sub-clavian arteries. A capillary wash and blood solvent is a vital necessity if a good color is to be obtained, for this cannot be secured unless a large proportion of the discolored blood is removed.

The use of the axillary tubes then will deliver the fluid unmixed with the dark blood, right at the origin of the carotid arteries and will circulate clear fluid instead of discolored fluid to the face, besides having more force to drive the congested blood from the capillaries of the facial tissues than if the brachial artery were used.

Should this system not be employed, I should advise the embalmer to raise both of the carotid arteries, tying one so that when he injects his fluid down into the other carotid it will not have a tendency to contaminate the blood in the opposite side of the face. The downward injection should be completed, using at least a quart of fluid to every fifty pounds of body.

Continuing the injection and by manipulation, the discolorations can be removed from the hands which be held above the body and continually manipulated and massaged until the circulation of the fluid has occurred throughout these parts, insuring their preservation as well as their good appearance at the time of the funeral.

FUNERAL DIRECTORS MUST FURNISH INFORMATION

The Provincial Board of Health recently sent out to all Ontario funeral directors this circular letter re the furnishing of information regarding the dead.

I desire to draw your attention to the measure of dependence placed upon undertakers for information regarding occupation in relation to morality.

This information is essential for the combating of unnecessary and preventable death in industry. It is realized that undertakers are in the best position to assist the Department in securing the necessary data; also, that they are willing and anxious to give such assistance.

In order to give some idea of the incompleteness of this information as it appears in certificates of registration of death as at present filled out, the following figures refer to 200 certificates selected at random:

Regarding "Former Occupation", 67 percent, show no information whatsoever.

In regard to "Last Occupation", only 22 percent, give complete report on "Kind of Work", "Kind of Industry", and "Period of Employment".

Of those under "Kind of Work" 50 per cent. were of no value owing to the use of indefinite terms, such as "laborer", "employee", "foreman", etc.

The word "laborer" is applied by the Census Bureau to over 900 different industries and "employee" to over 200. One easily appreciates how valueless are such returns as a partial basis for promoting precautionary measures in dangerous occupations.

In view of the foregoing, you are requested to make every reasonable effort to secure full information for death certificates.

With thanks in anticipation of your co-operation in this important work,-Yours truly, John W. Mc Cullough. Deputy Registrar General.

MORE WATCHFULNESS FOR DIRECTORS

City Clerk Littlejohn of Toronto has sent out to the funeral directors of that city this notice:

"The Vital Statistics Act provides that a Division Registrar, or Sub-Registrar, shall not issue a burial permit in the case of infants dying under one year of age unless such Registrar or Sub-Registrar is satisfied that the birth of such infant has been duly registered.

"In view of this provision of the Act, the Deputy Registrar General has directed me to instruct the Division Registrars throughout the city that they must not issue a burial permit for children under the age of one year who have died outside of the city limits. Permits in these cases can only be issued by the clerk of the municipality in which the deaths occur. This, of course, in most instances will apply to the Township of York."



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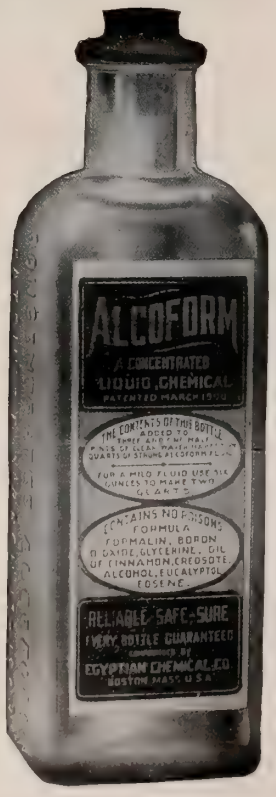
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WANTED—Undertaking or Undertaking & Furniture business. Apply Box 128, Can. Furn. World. 9-1

FOR SALE—Cunningham black Casket Wagon, flower display racks, pole and shafts, rubber tires. Cost $900., sell for $150. J. A. Russnell, Niagara Falls, Ont. 9-1

BUSINESS FOR SALE—A good furniture business is for sale in the town of Dauphin, Central Manitoba. Population of town 5,000, rural population 3,000. Dauphin is the divisional point of the Canadian National Railways. Business has advanced steadily with growth of town; yearly turnover $45,000. Good reason for selling. Reference Bank of Montreal. Apply to Dauphin Furniture Co., Dauphin, Man. 8-1

FOR SALE—Hearse with set of rubber tire and steel tire wheels and bob sleighs, in good condition; worth $1500; sell for $800. Casket wagon with set of bob sleighs; church truck; cooling board; grip of instruments; black, silver trimmed candelabra. R. J. Porte, Picton, Ont. 8-1

STANDING PAT

25 + 18 = 43

18 Years Ago We Made These Statements:

Sunnyside, March and April, 1903

"The Champion Chemical Company is alive to the Embalmers Needs."

"We hear talk now and then about "something new," some "wonderful discovery" in the fluid line that, it is claimed (by the originators) will *revolutionize modern embalming methods."*

"We have at our command the best chemists in the world. We keep ourselves fully informed upon every phase of the question. If there were anything lacking—if there were an omission of a single chemical—if the proportions were not just right—Champion Fluid would be made to conform to the new standard."

"We have made Champion Fluid for a Quarter of a Century."

"There is not a single case that comes under an embalmer's care that cannot be successfully embalmed by the use of CHAMPION FLUID. Its efficiency has been demonstrated for more than twenty-five years. If CHAMPION FLUID has not given satisfaction—if it has failed to work—if the best embalmers in the world had been afraid to trust their professional reputation to it—then CHAMPION FLUID would not be on the market now."

Eighteen years ago we could prove these claims.

After 43 years we continue to *stand* back of our statements.

We can do this fearlessly because our fluid has ever been the

CHAMPION FLUID OF AMERICA

Order a case to-day.

The Champion Chemical Company

Dr. G. W. Ferguson, Canadian Manager, 38 Leuty Ave., Kew Beach, Toronto

Canadian Manufacturing Plant, Windsor

Marshall Mattresses

A display of Marshall Mattresses in August—Marshall Month—which resulted in large quantities of Marshall Mattresses being sold, having a stimulating effect for Marshall products throughout Ontario.



Display of Marshall Mattresses in the T. Eaton Co., Ltd. window, cor. Queen and James Sts., in August.

Marshall Products

Made from Pure Sanitary Material

Marshall Standard Mattress	Marshaldown Mattress
Marshall Cotton Top	Dandy-Ly-On Mattress
Marshall Box Spring	Fleur-de-lis Mattress
Marshalfelt Mattress	Marshall Auto Cushion

Marshall Ventilated Mattress Co., Limited

98-100 Lombard St., TORONTO, ONT.

LONDON, ENG. WINNIPEG CHICAGO, ILL.

Vol. XI., No. 10 Published by The Commercial Press, Limited 51 Wellington West, Toronto OCTOBER, 1921

The Canadian FURNITURE WORLD

AND THE UNDERTAKER

Be sure you read

SEVEN THOUSAND WEDDINGS THIS FALL

TWO STORIES OF FURNITURE STORES—COUNTY AND CITY

METHODS OF DEALERS THAT STIMULATE TRADE

DISPLAYING FURNITURE AT LOCAL FALL FAIRS

SCHOOL HELPS BETTER FURNISHED HOMES

GOOD ADVICE FOR FURNITURE DEALERS

Toronto, October, 1921

ONE OF OUR BEST SUITES

Sterling Furniture

Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect

The Chesterfield and Stool illustrated here are of a design that will meet with unusual approval from your customers. There is also a chair to match, which equals the pieces illustrated in every respect.

Down of the best quality is used in the cushions, and the feeling of luxury and comfort coupled with the exquisite workmanship and quality displayed in their manufacture, makes a strong impression upon the prospective buyer.

The name "Sterling" is well applied to this suite, as it would be hard to express its true value in simpler form.

W. J. ARMSTRONG, LIMITED - GUELPH, ONTARIO



CHESTERFIELD NO. 999. STOOL NO. 1000.

STRATFORD FURNITURE

An Added Room - Subtracted Rent

A HAPPY solution to the excessive cost of maintaining a home is found in the possession of a

Kroehler DAVEN-O

It is a comfortable full sized bed with sagless folding metal bed frame and springs. When folded there is ample room for a thick mattress and all bedding. During the day it is a comfy attractive piece of furnitu e for your livingroom. It will add an extra room to your house without extra cost.



HOME owners who because of high rentals are taking smaller quarters are maintaining all their former comfort at no additional expense by means of a KROEHLER DAVEN-O.
It is a beautifully designed, handsomely upholstered piece of living room furniture, and can be procured in a variety of designs to harmonize with every decorative scheme.

All genuine KROEHLER DAVEN Os have the Kroehler Daven-o trade mark. In nearly every town some good dealer sells KROEHLER DAVEN-Os for cash or easy payments.

WRITE FOR THE DEALER'S NAME AND HANDSOMELY ILLUSTRATED BOOK.

THE KINDEL BED COMPANY, LIMITED :-: STRATFORD, ONT.

Kroehler DAVEN-O The Invisible Bed Room

The Advertisement above is reproduced from the November Number of The Candian Home Journal. The Kroehler Daven-o is advertised in magazines with national circulation. We bring business to your door.

THE KINDEL BED CO., LIMITED, Stratford Ontario

STRATFORD FURNITURE



Library Table. No. 8411
Mahogany and Walnut

Library

With the approach of winter your customers are looking more after the comfort and appearance of their homes than they did during the summer months. The dealer knows that this is the best time to feature library tables, and the dealer who features McLagan Library Tables knows that he is making the most of the increased demand.



Library Table. No.2734
Oak and Walnut

The McLagan Fu
STRATFORD



Library Table. No.8419 Oak and Walnut



Davenport Table. No. 8410 Mahogany and Walnut

STRATFORD FURNITURE

Tables

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS.
TRADE MARK REGISTERED

We have library tables in many different designs, which will fully meet the requirements and varied tastes of your patrons.

The McLagan standard of quality is a feature of these tables just as it is of all our other productions.

If you are interested and wish to receive further particulars, write us today.

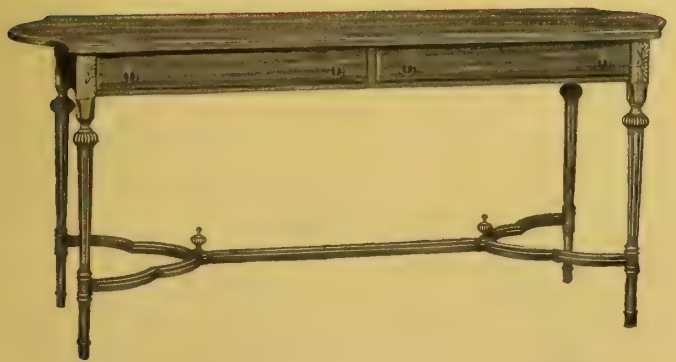


Library Table. No. 8408
Mahogany and Walnut



Library Table. No. 8417
Walnut

niture Co., Limited
ONTARIO



Davenport Table. No. 8403 Mahogany and Walnut



Library Table. No. 8402 Oak

STRATFORD FURNITURE



ANNOUNCEMENT

We have secured the exclusive rights to manufacture and sell in Canada

ROYAL EASY CHAIRS

"The World's Easiest Easy Chair"

Deliveries can be made by November 15th—in time for Christmas trade.

These chairs which are nationally advertised in the leading periodicals with circulation in Canada have exclusive patented features which make them quick sellers.

The illustrations are part of a very complete line of designs with attractive coverings which our travellers are now showing.



Be Sure You Show The "Royal" This Christmas Season

THE

Farquharson, Gifford

COMPANY

Stratford, Ontario

STRATFORD FURNITURE



When the Supply Runs Low

Because of the great demand for Globe-Wernicke Sectional Bookcases our stock in many lines is lower than we would like it to be, despite our efforts to the contrary. It is advisable therefore that dealers place there orders now which are to take care of Fall business.

We are endeavouring to avoid causing dissapointment to our customers, and they in turn can help avert it by sending in their order immediately, so that shipments can be made to their satisfaction.



Double Colonial

The Globe-Wernicke Co. Ltd.

STRATFORD, ONTARIO



Utility



Art Mission



Standard

STRATFORD FURNITURE

Display This Attractive







The dealer who studies the demands of his trade and tries to satisfy his customers in every possible way, knows that Stratford Chair Furniture is assured a welcome place in homes where quality, service, beauty and true value are appreciated.

A reputation for quality is not merely a matter of words, but is an asset that the dealer cannot value too highly.

THE STRATFORD

STRATFORD

STRATFORD FURNITURE

Dining Room Suite

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED.

Member Home Furnishings Bureau Inc., 1921
Trade Mark Registered





The suite shown here is one that has been very favorably received, and one any dealer would do well to carry—there are always purchasers for it.
It is in plain oak, finished in Old English and is refined and distinctive in design, making a very attractive suite. The price also is an inducement which your customers will appreciate.

This suite displayed in your window is sure to bring returns that will please you.



CHAIR COMPANY
ONTARIO

STRATFORD FURNITURE

Genuine Reed *and* Rattan Furniture



There is no need for dealers to carry substitutes for genuine Reed when the authentic article itself can be had at prices that will please your customers. A substitute seldom, if ever, has the merits of the original.

Let us attend to your Fall Requirements.

THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD - ONTARIO

ADVERTISING THAT PAYS

WANT ADS BRING RESULTS

2 cents per word per insertion

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Ltd., 51 Wellington W., Toronto

BAETZ BROS. SPECIALTY CO., LIMITED

KITCHENER ONTARIO

Makers of

Portable Electric Lamps

Silk *and*
Parchment
Shades



Shaft No. 514 Shade No. 10-0-24



Shaft No. 600 Shade No. 6-0-26



Shaft No. 601 Shade No. 3-0-26

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

ASSOCIATED WITH

BAETZ BROS. FURNITURE CO., LIMITED

Living Room Furniture

ANTHES-BAETZ FURNITURE CO., LIMITED

Chamber and Dining Room Furniture



No. 520

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

Opportunity

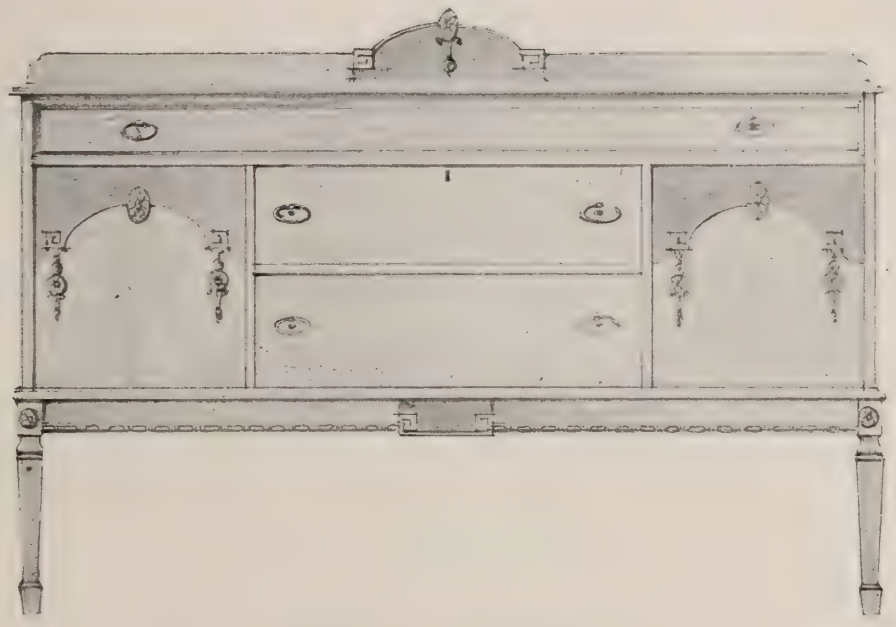
¶ We do not believe that "opportunity only knocks once" as the old saying has it, because there is always an opportunity for good business waiting for the dealer who starts to handle M & H Furniture. ¶ Of course, after all, it is only a matter of cause and effect. The cause is the high quality, excellent workmanship and design, and the effect is more sales and more profit for the dealer. ¶ Give your customers a chance to prove to you that we are right, by displaying our productions.

Drop us a line about your needs and we will let you have full particulars.

MALCOLM & HILL, LIMITED

Head Office
KITCHENER

Branch Factory
LISTOWEL



Buffet. No. 995 Mahogany

IN the construction of high grade furniture we enjoy an outstanding reputation for exceptional quality, beauty of design, and lasting construction.

In the manufacture of moderately priced furniture we have endeavored to uphold this reputation for quality, and also to meet the demands of dealers who are filling the requirements of present day conditions.

The buffet shown above is a medium priced production which has had a generous reception from the buying public.

It is made in manogany and is very attractive in appearance as well as substantial in quality.

Andrew Malcolm Furniture Co., Limited

KINCARDINE - ONTARIO

A NEW LINE OF ART FURNITURE

Dealers who are familiar with the high quality of bed room furniture which we have been producing will be pleased to learn that we are now making dining room furniture of the same excellent quality.

Our first production is in the period of Louis XVI, in walnut only. Several other suites in the popular periods will be ready for the trade very shortly. Write us for blue prints.

By handling Art Furniture the element of uncertainty in returns is completely lost, because it is a sure seller. The high quality which is so evident a part of Art Furniture ensures entire satisfaction on the part of the purchaser.

ART FURNITURE CO., LIMITED

KITCHENER - ONTARIO

MEADES FURNITURE

- PARLOR SUITES
- OAK DINERS
- ODD UPHOLSTERED CHAIRS
- CHESTERFIELDS
- COUCHES
- PEDESTALS
- JARDINIERE STANDS

Most of our customers are steady buyers for no other reason than they find Meades furniture a steady seller, and that on account of its high quality. It brings profit to the dealer and long service to the purchaser.

Your enquiries will receive prompt attention

THE MEADES UPHOLSTERING COMPANY, LIMITED

HANOVER ONTARIO



SOMETHING more than utility is demanded by a large number of your customers—it is necessary for them that their furniture possess that dignity of design and masterful workmanship which is so characteristic of Krug Furniture.

Dealers would do well to make the most of this class of trade—it pays to cultivate it.

The H. Krug Furniture Co., Limited

Kitchener, Ontario

NON-TIP FOLDING CHAIR

SIMPLE - STRONG - SAFE



Folded No. 16 Chair

Guaranteed to hold 200 lbs. and not tip forward.

Folds perfectly flat. Can be stored in small space. All movements work on strong steel stampings, firmly rivetted to frame and cannot loosen.

Made from selected hardwood and finished "Natural."

This chair is "UNEXCELLED" for use in Theatres, Halls, etc., and is also an excellent chair for card parties.

We also manufacture and can ship immediately

Camp Cots	**Invalid Adjustable**	**Jardiniere and**
Chairs	**Tables**	**Smoker Stands**
Stools	**Bed Trays**	**Screens**
Camp and	**Bed Rests**	**Ironing Boards**
Card Tables	**Curtain Stretchers**	**and Tub Stands**

Otterville Manufacturing Company, Limited

OTTERVILLE :-: ONTARIO

New *Sidway* Catalogs

of Seasonable Lines

We have now in preparation Catalogs covering the following lines

Baby Cutters Girls' Sleighs Coasting Sleds
Doll Carriages Coaster Wagons Velocipedes
Boys' Autos Hand Cars Etc.

You need these Catalogs and you should make it a point to study their pages as soon as possible, because these goods will be in big demand for the Holiday and Winter Seasons. While the tendency this year has perhaps been to defer buying as late as possible, every merchant knows the advantage it is to have stock on hand so as to be prepared to meet seasonable demand from the moment it starts.

We have a particularly strong and attractive showing of the lines mentioned above, and expect to be in a position to make prompt deliveries of all orders.

If, by any chance, you fail to receive a copy of the new Sidway Catalogs, we shall be glad if you will advise us.

Sidway Mercantile Company

Children's Vehicle Manufacturers

864-874 Dufferin Street **Toronto, Ontario**





Our Latest Finish

¶ The "Meaford Walnut Finish" which we put on the market a very short time ago, has been very successful, and we have fully realized our expectations up to the present: we are convinced however, that when once it becomes better known there will be a decided demand for it. ¶ Dealers should not be behind in stocking a line that has proved itself to be in accord with the public taste. ¶ Further information regarding this new production will be sent at once on request.

Meaford Manufacturing
Company, Limited
Meaford, Ont.



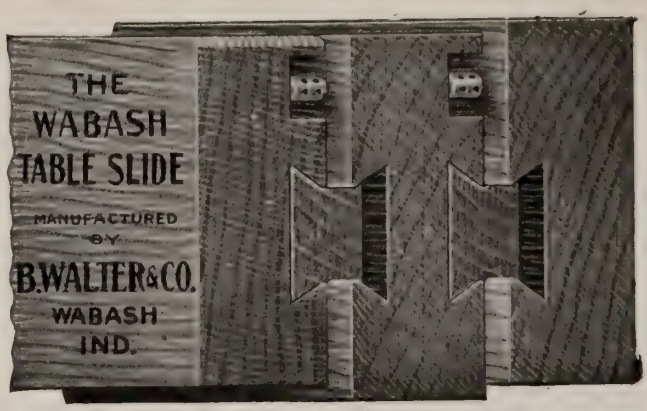




THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

HAVE YOU LOOKED INTO MATTHEWS MEDICINE CABINETS?

THEY CONTAIN MANY THINGS OF INTEREST
(*These prohibition times.*)

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE
1906 DUNDAS STREET WEST TORONTO, CANADA



Our Special Offer to buyers in gross lots will interest you. Write for particulars.

THE
ELITE
FOLDING TABLE

The Elite Folding Table is one of the most convenient articles of furniture that it is possible to possess.
The ease with which it can be handled or stored in very small space coupled with the advantage that it can be used on almost any social occasion, make it a very desirable purchase.
You can start quick returns by displaying the "Elite" in your window.

Hourd & Co., Limited Sole Licensees and Manufacturers **DEPT. W LONDON**

CHESTERFIELDS
CHAIRS
COUCHES

A "Super Upholstered" Line

Upholstered furniture that is honestly built. It is enthusiastically recommended to their customers by dealers who know.

Grand River Upholstering Co. : Galt, Ont.

Folding Screens

With the coming of winter the demand for folding screens greatly increases. It is an article that is particularly popular during the Christmas Season, and with this in mind dealers should decide on their stock now. The wide range of styles which we are able to offer is sure to meet your requirements in every way. Wallpaper, Burlap, Printed Burlap, Cretonne and Denim are among our selection of fillers.

Folding Tables and Chairs

For the live dealer this line is a fast seller during the Fall and Winter Season. These tables are used extensively for card parties and assemblies. Dealers should have a supply for renting out. Place your order now.

We also manufacture Folding Card Tables, Library Tables, Children's Desks, Costumiers, Smokers' Stands, Umbrella Stands, Pedestals, and Children's Furniture.

The Stratford Manufacturing Co.

Limited

Stratford **Canada**



No. 104 Folding Screen

THE ONLY COMPREHENSIVE AND PRACTICAL WORK AT A REASONABLE PRICE

THE PRACTICAL BOOK OF PERIOD FURNITURE

By

HAROLD DONALDSON EBERLEIN

and

ABBOT McCLURE

With 250 illustrations that illustrate RIGHT FURNITURE

This book will be welcomed by all dealers in Right Furniture, (*Antique or Reproduced*), and those who wish to buy it, and by all makers of Correct Reproductions.



Here is the book you need to give you complete, concise furniture information.

Whether you are a

Salesman **Manufacturer**
Dealer **Designer**
or Connoisseur

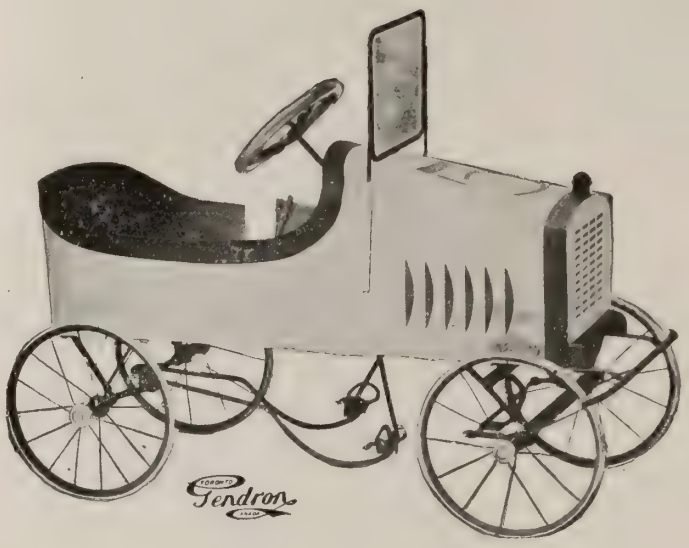
you should buy this handsome and practical volume.

In the Furniture business, the fact is becoming more and more important every day, that the demand for "Period" furniture is becoming the rule rather than the exception, and the customer naturally looks to the man in the store to give them what information on the subject they may lack themselves. We wonder how many of the dealers, in smaller cities and towns, or their clerks could go into one of the large city showrooms where a line of "Period" furniture is displayed, and correctly pick out the various pieces belonging to the different periods and explain to a customer just what constituted the different characteristics of each. You cannot help but see what advantage it would be to you to know all about furniture, and here at last is a book, practically an encyclopedia, at a reasonable price, which tells you all you need to know about period furniture.

SENT POSTPAID TO YOUR ADDRESS, $6.10

CANADIAN FURNITURE WORLD, *51 Wellington St., West,* TORONTO

The Gendron Manufacturing Co., Limited



Makers of

Velocipedes
Automobiles
Doll Cabs

Our line for Fall and Christmas delivery now ready.

Travellers on the road or receive our catalogue.

The Gendron Mfg. Co., Limited, Toronto

SELLING POWER



G Tapestry. Armchair or Rocker $36.00. Chesterfield $67.00.
Chesterfield 84 in. long: 34 in. high: 35 in. deep.

An article of furniture may appear to have selling power and yet be deficient in real quality and genuine worth.

Specialty Upholstered Furniture has the kind of selling power that attracts customers, and is backed by positive quality and worth.

It pleases the dealer because it is a sure investment for him.

SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO



No. 511—Centre Table
Red Gum, 26 x 26



No. 688—Smoker's
Stand, Oak.



No. 497—Smoker's
Stand, Oak or
Maple.



No. 496—Smoker's
Stand, Oak or
Maple.

HOLIDAY LINE

A LARGE ONE AND READY TO SHIP

Ask Our Travelling Salesmen

ORDER NOW TO ENABLE US TO REPEAT
BATCHES IN TIME FOR THIS TRADE.

THE KNECHTEL
FURNITURE Co.
LIMITED

HANOVER, ONT.



No. 495—Library Table 24 x 44, Red Gum



When making a purchase every furniture man relies upon his knowledge of his customers' requirements.

Glady Furniture is popular because it meets those requirements in every direction—design, price, workmanship, and all-round quality.

This is a line that does not drag—it sells because your patrons want it.

H. W. GLADY UPHOLSTERING COMPANY

Corner Union & Herbert Streets. Phone 400
WATERLOO :: ONTARIO

Even in Doll's Carriages—Why not the best



No. 71 Price $7.20

Please compare these patterns and prices not with those listed at $2.00 and $3.00 but rather those listed at $10. and $12.



No. 72 Price $8.25

These prices hold as long as the stock lasts. They cannot be produced at this price at present.

C. H. HARTSHORN, Kitchener, Ont.

Send your orders to Gem Crib and Cradle Co., Kitchener Ont.
Our Selling Agents

DEAD LINE

NOVEMBER 1

LLOYD LOOM WOVEN DOLL CARRIAGES

THE LLOYD MANUFACTURING COMPANY desires to announce that orders for Lloyd Loom Woven Doll Carriages, 1921 delivery, cannot be accepted after November 1, 1921. Orders received before that date can and and will be filled. This unusual statement at this time is due to an unexpected and amazing demand. The line was placed on the market July 1, 1921. Immediately it met with favor. Merchants realized that the doll carriages were exact duplicates of Lloyd's baby carriages; that the doll carriages—like baby carriages—represented better values for less money; that the line was better advertised than all others combined and that the demand for baby carriages would react on doll carriages. The season is drawing to a close. Dealers must place their orders now so that the carriages can be made and shipped in order to reach the sales floors for the holiday season. Time is a precious element. Act today or you will be without Lloyd Loom Woven Doll Carriages.

P.S. And don't forget that babies are born every month. Since babies ride in baby carriages you will need Lloyd's to supply the demand. Push the line for which Nature produces a constant demand.

THE LLOYD MANUFACTURING CO.

ORILLIA FACTORY ONTARIO

A Choice Range of Ribbon Tickings

Every dealer should endeavor to see them

The productions which we are now showing are noteworthy for their servicability as well as their attractiveness.

As a stimulus to his mattress business no dealer can do better than feature these choice Ribbon Tickings which are supplied on our Kapok and Felt Mattresses.

Seldom if ever has the Canadian trade had the opportunity of seeing such notable productious,

The Canadian Feather and Mattress Co., Limited

TORONTO and OTTAWA

Colleran's Woven Wire Bed Springs

One of the important features of Colleran's Wire Bed Springs is the improved rope edge which never sags and adds greatly to the strength of the spring. It makes a firm elastic spring edge which also improves the appearance. Colleran's Springs are made to last a lifetime and customers are not slow to appreciate this as our guarantee goes with each spring.

We have many different styles of springs and steel divans, and to interested dealers we will send our catalogue and price list on request.

Colleran Spring Bed Co., Limited

Toronto - Ontario

GOLD MEDAL LINE

Gold Medal Felt Mattresses

Nos. A, B and C

Packed in Dust Proof Cartons

We are making a specialty of Guaranteed Pure White Layer Felt Mattresses, positively guaranteed to contain nothing but pure clean new stock, manufactured in a clean, sunlit factory by the most experienced workmen, whose sole interest is centered in the marketing of Pure Bedding.

Gold Medal A is a very high grade of Pure White Felt built with Imperial Stitched Edges and Fine Art Sateen Ticking.

Gold Medal B Same Mattress with a second grade of Art Ticking.

Gold Medal C Built with pure White Layer Felt—Roll Edge and Good Art Ticking.

Link up with our Big Advertising Campaign by which we reach Millions of Consumers Weekly. Write us for Specially Prepared Dealer Ads.

"HERCULES" BED SPRINGS

Registered

No Bed Spring ever made has had such a record of popularity and success as the Guaranteed "Hercules" Bed Spring. For over 30 years this celebrated Spring has been before the public and has become a household word throughout Canada—The Reason Why—

Best by Test for 30 Years

The Gold Medal Furniture Mfg. Co., Limited

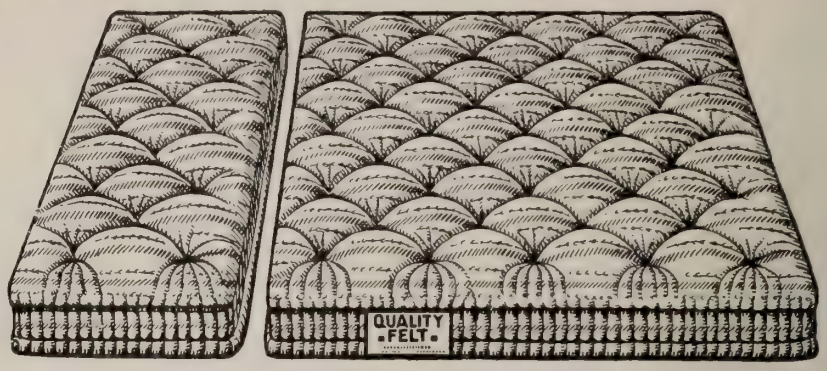
TORONTO UXBRIDGE WINNIPEG

THE GOLD MEDAL BEDDING CO., LIMITED, MONTREAL

"QUALITY"
FELT MATTRESSES

"Quality" Felt Mattress

This mattress is filled with highest grade white layer cotton felt. Built in layers by our special process, it has the best of covering and workmanship. Finished with plain French Edge and Imperial Edge. It has all the virtues a cotton felt mattress can possess.

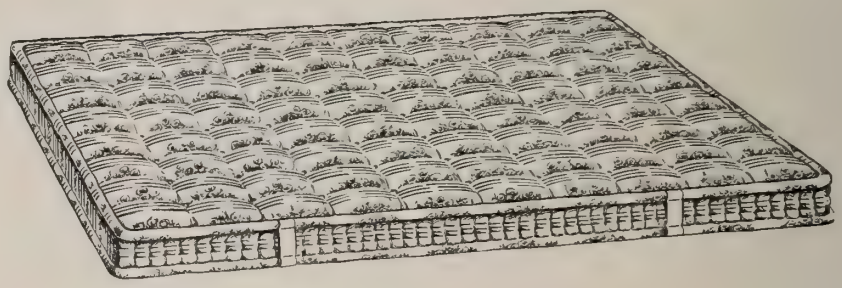


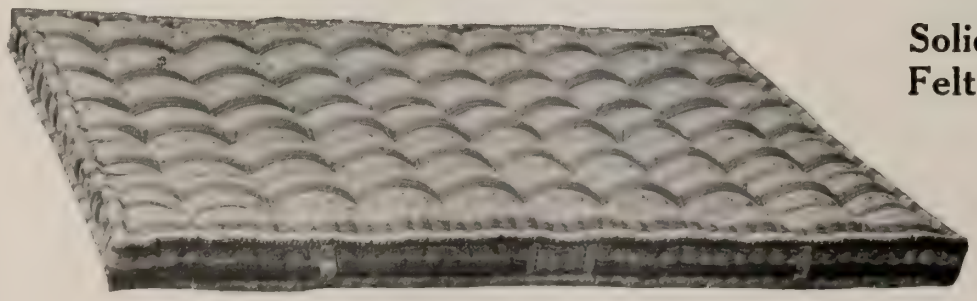


Superior Felt Mattress

Covered only with Art Sateen Ticking. Filled with all Layer Cotton Felt.

Reliable Felt Mattress





Solid Comfort Felt Mattress

Write for Latest Price List

Waterloo Bedding Company, Limited

Waterloo Ontario

A New Design for Fall Trade



No. 235—Vanity Dresser



No. 235—Bed



No. 235—Dresser

M&S
H

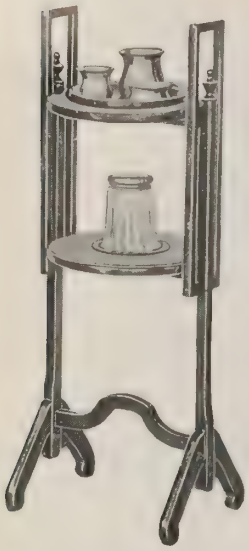
DEALERS SHOULD STOCK THIS SUITE NOW FOR THEIR FALL BUSINESS

THIS excellent suite is in a new design which we are putting on the market for the fall trade. We are confident that this will prove a popular seller, as the design is very attractive and the quality of the suite throughout is up to our usual high standard. Can be had in Mahogany and Walnut. Blueprints will be sent immediately in answer to enquiries.

MALCOLM & SOUTER FURNITURE CO., LIMITED

HAMILTON :-: CANADA

HESPELER'S NEW GIFT PIECES



No. 8 Smoker's Set



No. 9 Smoker's Set



No. 10 Smoker's Set



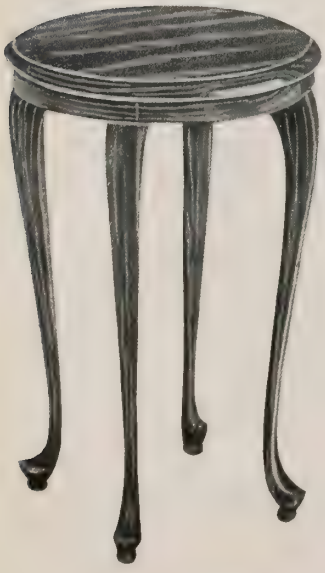
No. 11 Smoker's Set



No. 22 Telephone Stand

The illustrations are from the extensive line of Exquisite Gift Pieces that we are featuring this season. Made in Oak, Mahogany or Walnut, each piece has that stamp of Quality which invariably goes with Hespeler productions.

ORDER TO-DAY. YOU WILL INSURE EARLY DELIVERY FOR CHRISTMAS TRADE.



No. 42 Tabouret



No. 41 Tabouret



No. 21 Telephone Stand

HESPELER FURNITURE CO., LIMITED HESPELER CANADA

SEVEN THOUSAND WEDDINGS THIS FALL

October as a bridal month runs close to June—Practical wedding gifts wanted—How furniture fits in as a gift line—Small furniture novelties and pictures have their place—The publicity end.

GOVERNMENT records show that there were over seven thousand weddings last fall in the Province of Ontario, and the great majority of these in the month of October. This year there will certainly be quite as many. This being so, it will be seen that October is running June a very close race in the matrimonial and new practical for the new home home sphere.

Bearing this in mind the wise furniture dealer will try to induce some extra sales in the shape of wedding presents and new home needs.

With the tightening of the money market prospective buyers are looking for practical purchases. What more makers than furniture for the home? By playing this prominently the furniture dealer should be able to induce many extra sales during this present season.

A HONEYMOON CARD

AS our concrete wish for your happiness through life we are sending you this card entitling you to 5% discount on all articles in our store, selected from (insert date of marriage).

Card sent to newly-married couples last June by a London, Ont., furniture dealer which brought business during the following two months, and may still be working.

Furniture A Practical and Ideal Gift

As a matter of fact, furniture as a vehicle for wedding gifts is probably better suited to the purpose than any other class of goods which might be mentioned. It may be well at this point to consider what makes the ideal gift. First of all, there is the question of beauty. A gift should appeal to the person for whom it is intended because of handsome appearance, delighting the eye and causing its possession to be a source of continual enjoyment. Many gifts other than furniture meet this requirement, but, on the other hand, thousands do not; their cheap and tawdry materials soon yield to use, and in the end the gift is cast aside as being no longer worth possession. But a good piece of furniture, on the other hand, grows more beautiful with each passing year. The splendid oak, mahogany, Circassian walnut and other woods used in furniture "wear" magnificently; and, in fact, the appearance of a fine old piece of furniture in use for fifteen, twenty, or thirty years is frequently even better than the day when it was bought.

There are many furniture articles that are both practical and ornamental. These would make ideal wedding present lines. The past few years have witnessed a remarkable growth in the furniture novelty business. Articles coming under this head, too, could very well be utilized to induce sales. Of this nature are ladies' desks, magazine stands, tables, telephone stands, flower baskets, and an innumerable list of wicker and rattan articles.

Smaller Furniture Gift Lines

In smaller wooden articles are candle-sticks, nut bowls, ash trays, book stands and ends, wooden and metal lamps, breakfast trays, clocks, music and record cabinets and pieces of painted furniture.

The growth of the wooden novelty business has not stopped with articles like those mentioned above, but has even invaded the field formerly monopolized by the glass and pottery industry, until at the present time there is an impressive array of objects adapted for use in the gift department of the furniture store.

Of course, this wedding gift department should be conspicuously set off on the ground floor, and might possibly be separated from the surrounding stock by the use of screens and an attractively gotten-up sign with the words, "Wedding Gift Department," on it.

Make Good Window Displays

The windows should also be used to bring this feature prominently to the attention of the interested section of the public and the new and prospective couples who are entering matrimonial class. These windows, together with pulling advertisements in the newspapers should greatly stimulate sales in a year that, like the present, could stand a faster turnover.

Of course, to the furniture store that has not previously taken advantage of the demand for fall wedding gifts the proper selection of stock offers something of a problem. We mentioned above, however, that practical lines should be pushed in this practical season.

Starting a Wedding Gift Department

For the dealer who wants to go specially, and on a large scale, after this trade, there are many furniture manufacturers who have many items that properly belong to the gift line, and the dealer cannot go wrong on stocking these lines, for, with the Christmas season just ahead he has two chances to sell gift lines purchased for one season.

In connection with the wedding gift department, the shop idea might be utilized to advantage, as the feature of doing business has an undeniable appeal to the woman shopper. Why not a "Novelty Shop," a "Gift Shop," or a shop with some other attractive name where the women may yearn over the offerings to their heart's content. In this shop should be found the distinctive furniture and objects that would appeal as gift lines. Of course, the appeal to the prospective customed and the extent of the business done will depend upon the variety of stock and upon the initiative used in pushing this merchandise in ample time to get results.

Pictures as Wedding Gifts

Pictures are by no means a new line for the furniture dealer to handle, although there are a great many dealers who only feature them to any extent during such seasons as Christmas. Of late years the sale of the better grade of pictures has increased at a very rapid rate. To-day we see fewer of the cheaper variety of highly colored prints and the cheap gilt frames than we did a few years ago. To-day there are a large number of furniture stores that are carrying a regular stock of various lines of prints for framing as well as a complete line of mouldings, from the cheap to the

highest grade goods. Pictures are very suitable as a wedding gift line. They are both useful and ornamental.

Special Advertising Necessary

Accepting the lesson from the experience of those who are successful leaders, it is obvious that the dealer, to be successful with his gift department, must fully direct the public's attention to the fact that his stock contains special goods suitable for wedding gifts, conveniently arranged in a separate department. This publicity is absolutely essential, and cannot be the object of too much care. It can well be said in this connection that advertising is not mere writing of newspaper copy: it is leaving an impression, no matter where it comes from, or how achieved.

AMBITIOUS COUNTRY FURNITURE STORE

W, F. Kinsey, Alliston, Ont, reports good business—Depends for sales on surrounding farming community—An up-to-date store conducted on modern business lines—What one man has done.

PUBLICITY features of all kinds are the principal means that W. F. Kinsey uses to extend and increase his business at Alliston, Ont. He is a strong believer in newspaper effectiveness and is as well a splendid window dresser, both these linking up well with his business plans.

His newspaper ad. occupies the same position weekly, and in it he puts forward his argument why the people in his community should buy his furniture. This space (about six inches long and two columns wide) is not costly, but it is wonderful how many sales' talks one can put over



Ground or main floor of Kinsey's store at Alliston. Mr. Kinsey is seen standing in centre of picture.



Second floor in Kinsey's store at Alliston. Here the home effect is put into play. For a country town store this is a splendid arrangement.

in a year, and how much experience one can gain in that time through persistent and consistent effort.

The first feature that attracts one about the Kinsey furniture store is the window. Beaver-board is used as a background, and is so finished that the display seems to be set as in a room. The window is well lighted, so that at all times is it attractive.

Inside, the main floor is well laid out. The stock is good and tasty, and there is a splendid assortment. One good point about the arrangement of stock in this store is that there is no appearance of crowding—a fault in too many of our smaller furniture stores. Everything is so arranged that every piece of furniture can be inspected, and thus the stock displays itself. Like the windows, a very good electric lighting system is installed in the store.

The second floor is planned much as the lower one. All the furniture is shown to advantage as in the home. The floor is carpeted and the walls are tastefully covered with pictures, though not overly-crowded.

Business has been good, said Mr. Kinsey, despite the cry of hard times. Being in a rural community most of his sales come from the surrounding farms. The country is all right, and business generally should be all right, too.



Good window displays are made a prominent feature of W. F. Kinsey's store at Alliston.

CANADIAN DEALERS STIMULATE TRADE

Methods recently used to attract attention and increase sales—Postcard for mail orders—Dollar Day prices succeed in getting share of business—Ambitious publicity feature—Hallowe'en sale.

PRIVATE POSTCARD FOR MAIL ORDER SALES

Discussing methods, Geo. G. Shepherd, of St. Catharines, Ont., recently said to CANADIAN FURNITURE WORLD that a private post card he got out brought him more direct mail orders than anything else he had ever attempted. The front of the card was blank, except for space for stamp, and on the back was a furniture cut with this wording alongside:

IDEAS ABOUT UPHOLSTERY

are often vague and fail to bear inspection. To get a good idea about Upholstery work visit this place where it is perfectly done.

SUBSTANTIAL UPHOLSTERY

is the kind we do and we use only the best of stylish and durable materials.

Get our estimates on Upholstery work.

AN AMBITIOUS PUBLICITY FEATURE

One of the finest souvenirs we have seen in many a day is a set of birth, marriage and death event record books which recently came to this office from J. G. Henry, Ltd., furniture dealers, Sudbury, Ont. The birth book is highly colored with brilliant illustrations and places for recording the various events in Baby's life. The marriage book is in quieter tones, but most beautiful. It contains spaces for recording persons attending, presents received and data that is sure to prove interesting in the years to come. The death record is a book in grey and black, tastefully gotten up and arranged for recording notes that are worth saving.

The whole set is probably the most ambitious attempt at publicity that any small city furniture dealer in Canada has ever gotten out, and reflects credit on the Sudbury house and the whole Canadian furniture trade.

DOLLAR DAY INCREASES FURNITURE SALES

"Dollar Day will be a big day at our store," reads the announcement of Hague Bros., furniture dealers, Sarnia, Ont. Then the ad. continues with half-a-dozen attractive articles set at attractive figures. The recent "Dollar Day" at Sarnia was a huge success, reports this firm, and they believe they got their share of the business.

BLACK WITCHES FOR HALLOWE'EN

Have your printer purchase for you black label paper, says an exchange. With each purchase give out small sheets (about 4x11) of this black paper, together with a printed instruction sheet announcing that the boy or girl who cuts out of this black paper the funniest silhouette of a witch or a goblin will receive a suitable prize. Be sure to select a prize article which will appeal to the young.

The silhouette should be pasted on white paper or board by the contestant. Get the editor of your local paper to act as judge for you.

Your value is two-fold—you invigorate the interest in your store and also obtain quite a lot of material for local color.

METHODS THAT MAKE FOR MORE SALES

How other dealers bring trade to their stores—Suggestions for furniture dealers—Slow paying customers and slow moving stock.

THERE isn't much difference between slow-paying customers and slow-moving stock, when the question of increased profits is concerned. Money absorbed in a great number of charge accounts that come in slowly, or not at all, decreases a dealer's income no more than money tied up in slow-moving stock or stock that does not move at all. In both instances the dealer's dollars that should be working all the time are relieved of their full profit-earning power. That, of course, means loss the full length of time the money is kept from the duty intended for it—that of making money.

It is possible then for $100 in ready cash to make three or four $10 profits in a given period, while another $100 tied up in credit may make only one, none at all, or become a total loss. It works out just the same when merchandise is considered. One hundred dollars invested in stock that sells rapidly makes new profits at frequent intervals, while the same amount invested in something that few, if any, persons want may make only one profit, none at all, or become a total loss.—*The Red Ball.*

THE MERCHANT'S MENTAL HOLD ON HIS CUSTOMERS

When Mrs. Buyer takes her market basket and goes shoping, she usually chooses her store in advance. In her thoughts she has a mental picture of this particular store. She intends to go there because it appeals to her as the store that best measures up to her idea of what a store should be; she has been convinced that the goods are "right," and the treatment given her there has won her preference.

The whole idea back of that store—the policy upon which the store is conducted—seems correct from her standpoint. It satisfies her sense of self-importance and self-interest. Her confidence has been established.

The merchant himself is the cause of this state of mind. He has created the impression by formulating a definite store policy and then living up to it. It can be depended upon. Policy is simply the set of general rules on which the store is run. It says that the goods must always be of such and such a standard, and the customer must always be treated thus and so.

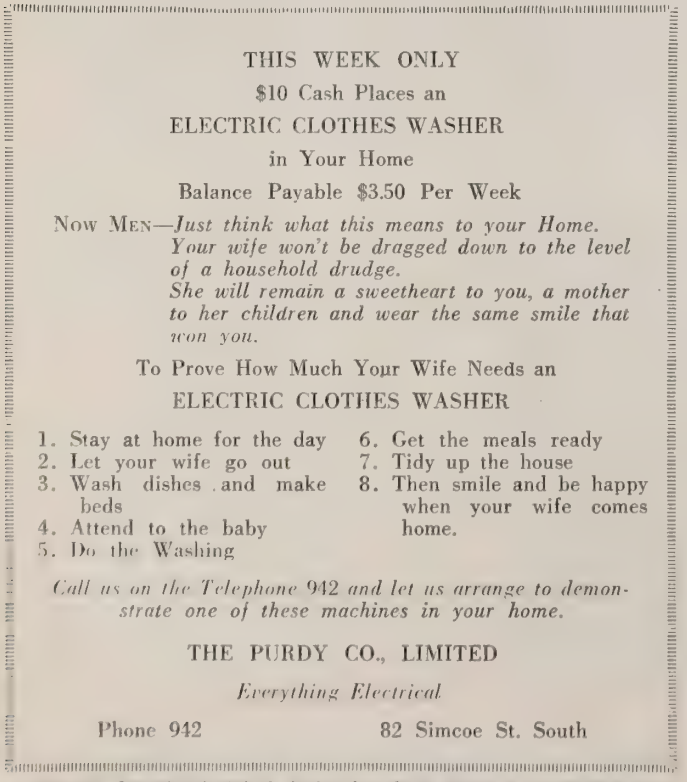
The only kind of policy that is a trade winner is one which is formulated from the customer's side of the counter. It must recognize the buyer's sense of self-interest.

A Powerful Business Builder

A policy of this sort is a powerful confidence builder. It is the greatest asset a merchant can establish for himself. For, while you cannot see policy, you can note its effect. When the attitude of a merchant is properly expressed through his goods and his treatment of buyers, it becomes a force that draws customers to his store. It takes a mental hold on them. It keeps old customers from going elsewhere, and it attracts new ones.

The store that constantly shifts its policy never wins confidence. No one ever knows just where it stands.

Let the policy of your store be definite in your own mind. Be sure that it is business-like, fair and in accordance with the legitimate and honest customer's viewpoint. Then express this policy in your advertisements, your goods, your displays, your methods, and in all your personal relationships with your patronage.—*Armour & Company*



How an Ontario electrical dealer has been using a convincing argument to sell his electrical washers, and ousting the furniture dealer from the field.

TOWNSHIP MAP ADVERTISEMENTS

A real useful form for an advertisement embodying a lot of type matters is to have it printed on the back of a sheet showing a map of the town, township, borough or county. Sheets so printed can be obtained in most cases by writing to the atlas firms making your county atlas. This idea is especially recommended for the new store locating in the smaller cities or villages, where the average citizen has not seen such a map. The appreciation of such an advertisement will bring trade to the store.

He was praising the politeness of the French. "Politeness is a good deal like a rubber tire," he said. "Nothing in it but wind, yet it eases you over the jolts wonderfully."

A RETAIL FACTORY FURNITURE STORE

Toronto furniture dealer opens store in residential section and builds up business in remodelled furniture and repair work—Circular letter and how it helped—Business now takes sixteen men.

A RETAIL factory furniture store properly describes the furniture establishment conducted by Walter J. Bear at 18 Dupont street, Toronto.

Being located in a good residential section many repair and remodelling inquiries were made of Mr. Bear; so much so that he has built up quite a large business on this work alone.



WALTER J. BEAR

Mr. Bear is a practical cabinet-maker, and the son of a cabinet-maker. He learned his trade in England, serving five years as an apprentice with a London furniture dealer who had a staff of 75 men, all furniture makers. In fact all the furniture sold in his store was hand-made.

In January, 1904, Mr. Bear came to Canada and entered the employ of B. M. & T. Jenkins, antique furniture dealers, Toronto, with whom he remained for the next twelve years, leaving them to strike out on his own account in his present premises.

Five years ago he took over a six-roomed house; remodelled the lower floor for business purposes; put in a modern store front; and opened up a furniture store.

As before stated, so many inquiries came in regarding remodelling and repairs that Mr. Bear went after this business, engaging the services of a cabinet-maker, a polisher and an upholsterer. This staff has grown since and now consists of sixteen men.

The store, too, has grown. To the six-room house an addition has been put to the back, and three whole floors in this new part, 25x90 feet, are now devoted to a small and compact furniture-making plant. The basement holds the planers and kilns; the ground floor, the cabinet-making shop; and the floor above the upholstering department. The older section still contains the retail store with the upstairs utilized as store rooms.

Besides remodelling, Mr. Bear has turned out half-a-dozen new pieces—two upholstered chairs, a chesterfield, two fancy folding tables and a couple of china cabinets.

One of the best means that Mr. Bear has found to induce trade is through a circular letter sent through the post. The one sent out last spring brought many inquiries which led to good business. Each letter contained a little folder

Interior of Bear's "retail factory" store, showing the high grade of furniture handled.



showing illustrations of furniture. This letter was addressed to the housewife. It read as follows:

"Dear Madam:—

'How often have you wished to beautify your home at slight expense. A house which reflects your personality is to be desired above all. Perhaps a quaint antique cabinet or gate-leg table, an inviting arm chair or a select writing desk is all you need to transform the whole effect of a room and make it the attractive 'homey' place of your dreams.

"We take this opportune time of offering to remodel or renovate your odd pieces of furniture or to create reproductions of our famous masters of the past, to suit your individual taste and surroundings.

"Our skilled workmen and model workshop unite in making possible the manufacture by hand of superlatively good furniture at reasonable cost.

"We shall be pleased to furnish without obligation to you, designs and suggestions, or give estimates on remodeling and repairing or production of good furniture of every description.

"It is not too early to have our opinion on work to be done during the summer months.

"We are as near to you as your telephone. Our Motor Truck Service covers the city.—Walter J. Bear."

NEW $2,000,000 STORE FOR HUDSON'S BAY CO.

The finishing touches are being put to the handsome new structure erected in Victoria, B.C., for the Hudson's Bay Company, the general contractors, Messrs. Carter, Halls, Aldinger Company, of Winnipeg, having carried out the undertaking most expeditiously.

This new business block is to accommodate the general store business which the Hudson's Bay Company is opening in the British Columbia capital, which enterprise has been long delayed by war and other conditions.

The walls of the structure were erected some years ago, but during the entire war no effort was made to complete it, as it would have been an unpropitious time to attempt the stocking and opening of such a retail store as the Hudson's Bay Company will now have. Last year the announcement was made that the building was to be completed, and since then the various sub-contractors have been busy.

The building, which is a five-story block, with mezzanine floor and full basement, is located at the corner of Douglas and Fishguard streets, in the centre of the down-town shopping district. It is an imposing structure of reinforced steel and concrete of the beam and slab type, with ornamental terra cotta exterior.

The ground floor is very handsomely decorated, ornamental plaster work featuring a hung ceiling, with cornice run on the beams, and ornamental caps on the columns. This floor, as well as the mezzanine, second and third floors, will be devoted entirely to the display of retail stock, and the space is to be laid out in the most modern manner.

On the fourth floor there is also considerable space to be given to sales and stock display. The various features of the new shop, such as rendezvous, restaurant, kitchen, general offices, board room, etc., are located on this floor.

In the arrangement of the interior every attention has been paid to convenience and safety. There are two stairways from top to bottom for the public and a third for employees. These are all fireproof construction. The passenger elevator service is of ample capacity as three elevators have been installed. For the handling of goods to the various floors two freight elevators have also been installed. A parcel chute system will carry parcels to the basement where they will be distributed to the delivery routes.

Accommodation of excellent type in the way of sanitiary arrangements for both customers and employees is provided on every floor in the building, while the "rendezvous" on the top floor is a rest room of ample proportions and attractive arrangement. The restaurant, on the same floor, is a splendidly lighted room, commanding a fine view. The walls are panelled in wood, enamelled in white.

While the building is not independent of outside services, such as power, light and water, it is almost self-contained. In the basement are installed boilers, power production plant, including motor-generator for light, also the refrigerating and ventilating plant. The structure complete stands at a cost of approximately $2,000,000.



CHIFFORETTE NO. 235
From the line of the Malcolm & Souter Furniture Co., Ltd. Hamilton.

WAXED PAPER AS A FURNITURE WRAPPER

The use of waxed paper as a protection against scratches on highly polished surfaces, such as mahogany; and overlays of either light or heavy "craft" paper, are becoming increasingly popular. The waxed paper, in addition to preventing scratches and marring, serves to prevent the impression of heavy pads being made noticeable on highly polished surfaces. In many cases pads are tied on with light twine to be kept in place over a long haul where there is apt to be considerable jolting. Good practice is to protect table and chair legs with excelsior pads and to place burlaps between the various pieces of furniture.

Some houses treat mahogany and other expensive furniture having highly polished surfaces, as follows, when packing: Wrap in waxed paper; place the "craft" paper over this; ped properly and tie up in burlap, and finally crate.

LIVE ADVERTISING STUNTS

"Lorenzo, the Magnificent, suites at Henry Ford prices," is the striking headline of a recent advertisement put in the Halifax dailies by the Nova Scotia Furnishing Co., Ltd. The same company offer to refund railroad fares to out-of-town purchasers of $100 worth of goods in their store.



The J. C. Turnbull Co., Limited, took advantage of the Annual Fall Fair at Peterborough by making the attractive display of bedding as shown above. Displays such as this one are bound to have a stimulating effect on trade.

FURNITURE DISPLAYS AT THE FALL FAIRS

Dealers taking advantage of this means of publicity—Increasing number of dealers making exhibits—How and what some dealers show— Recording our country's progress in manufacturing.

THAT furniture dealers as well as manufacturers are taking advantage of the fall fair to display their wares and so gain publicity and direct and indirect sales is now a pretty general reality. It took some hard hammering to do this, but success comes often only after good hard work and following many efforts.

True it is that several dealers in various small towns have put on displays at the solicitations of the officers of the local county fair, or because they themselves were officials of their fair board, but only these past few years have furniture dealers attempted anything on a definite or elaborate scale commensurate with the standing of the furniture trade.

Last month we published an illustration and brief description of Wes. Walker's exhibit at the Wingham fall fair, when that dealer put forward several of his novelty lines. Sewing machines were among these.

Another furniture firm displaying sewing machines at their local fall fair was Holmans, Ltd., of Charlottetown, P.E.I. And within the week Steele & Son of Forest and M. J. Mahon of the "Soo" have notfied CANADIAN FURNITURE WORLD that they put on special displays of furniture at their local fairs, with added prestige to their store and some tidy business as well.

Furnished Rooms Attract

The Mahon furniture exhibit was made up of two furnished rooms—a bedroom and a livingroom—and was wholly composed of "made-in-Canada" goods.

B. E. Brintnell of Brighton, Ont., is still another furniture dealer who has seen the advantage of displaying his goods at his local fall fair. In fact, for the past several years Brintnell's booth has been one of the features of the Brighton fair, that dealer using it particularly to draw attention to his line of talking machines and music boxes.

Among the larger dealers using the fall fairs this season are Gilbert & Co., Picton, Ont.; Smallman & Ingram, London, Ont., and the J. C. Turnbull Co., Ltd., Peterborough. Of the last-named firm quite a deal has been said of late of their methods of conducting their furniture department: and now they come along with a bedding display at their local fall fair. This speaks well for their regard of their furniture lines, for while the firm is a department store, and they had many lines to show, their display manager

picked on this department as the most important of their lines to display at their city's exhibition.

Smallman & Ingram of London made a display of the Marshall Ventilated Mattress Co's goods at the Western Exhibition. This exhibition, after the C.N.E. at Toronto, is the largest annual fall fair held in Canada, and is visited by a quarter of a million people. The Smallman & Ingram display was commented on for its beauty and tasteful arrangement of goods.

The Gilbert Co. of Picton reported much satisfaction as a result of their exhibit at the Picton fair. More than 25,000 people visited this fair on one day—opening day.

Show Canada's Progress

The annual fall exhibitions are intended to give the public who visit them an idea of Canada's resources and progress. For this reason more retail merchants should avail themselves of the opportunity to display their lines at these annual events. The people get to know the articles made in this our country and they connect up the exhibitor's store as the place where these goods may be had.

Canadian-made furniture, as well as other manufactured lines, is growing better and better as time goes on, and we do not need to go to or look to foreign countries for the best in furniture—we have it here at home. That others think so, too, is proven by the fact that quite a volume of trade in furniture developed this year when United States merchants purchased Canadian-made furniture.

Furniture dealers will be well advised to visit these annual fall fairs and participate in them by showing their wares.



Mr. Mahon featured this two-room display at the Soo Fall Fair. He says he was much impressed with the worth of the exhibit. Not only did it advertise his store and stock but it brought good direct business.

The Gilbert Company of Picton, Ont., made the display at their Annual Fall Fair. Over 250,000 people visited the Picton Fair on opening day. The Gilbert Company were more than satisfied with the results of their exhibit.



FURNITURE DISPLAYS AT VANCOUVER EXHIBITION

At the recent Vancouver (B.C.) Exhibition displays were made by the Restmore Mfg. Co., Ltd.; Standard Furniture Co.; Simmons, Ltd., and The Folding Mattress Co.

LET US HEAR FROM YOU

We would like to have our readers make greater use of the pages ofthe Canadian Furniture World to discuss matters of interest to the furniture trade, both retailing and manufacturing. What have you on your mind that is "for the good of the order?" Let us hear from you.

SCHOOL HELPS BETTER FURNISHED HOMES

Western university educating home owners in art of home making—Taste in decorating and in better home furnishing—Practical study in furniture store supplements theory of school-room

THE school is now aiding the Better Furnished Home idea. Out in Edmonton the Alberta University has on its staff a young woman who is conducting a class on home making.

Downtown in one of the furniture stores of that city, in the evening after business hours, the day's instruction in the school is supplemented with a practical study of period furniture, rugs, draperies, etc. Many a drab prairie home has been made a thing of beauty through these means. There is on the prairie as nowhere else, perhaps, a crying need for color and harmony, and this young lady, Miss Shepherd, is said to be the pioneer of this work in Western Canada.

The classes are first instructed in the science of house-planning, that is, after having been given the bare outline or walls they proceed to put in the rooms, doors, windows, pantries, etc., drawing it up architect-like, and this is followed by the furnishing, also "on paper."

The living-room comes first. Each pupil works out a definite color-scheme, chooses his type of furniture and his drapery fabrics, rugs and so on. The Hudson's Bay Company sends up 20 or 30 different kinds of drapery materials from which the students choose, always, of course, with an eye to sunfast and wearing qualities.

The flooring is studied next, the most suitable wood chosen, and lessons in laying a hardwood floor are given. Wallpapers, floor-coverings and curtains are next in line, one room at a time being furnished until the whole house is finished to the final item.

A handy little card to illustrate textiles is used. The material is pasted on the margin at the left, and opposite are listed the name, color, character, width, weave, warp, filling, price, place of purchase and use. Scrim and marquisette look very much alike but react very differently to washing and to wear-and-tear, the former being a tabby weave, and



Sunroom parlor with a cretonne treatment showing matched cur tains, drapes and furniture upholstery. Illustration courtesy Daly & Morin, Ltd., Montreal.

the latter a twisted weave and therefore more durable. The terry and velour are what are known as pile weaves.

Miss Shepherd, being asked specifically on this point believes that an art sense is inherent in most women, latent and undeveloped in a good many, and distorted in a few. For the purpose of instructing others real talent should be the first qualification of the aspirant, this including a natural color sense, an inborn love for good lines and an unquenchable desire to create beauty in some form. (One heard recently of a girl who wooes Morpheus not by the sheep-counting process but by furnishing a house! This girl should prove an apt pupil in an interior-decorating class).

Particular emphasis was given the benefit that Mrs. Youngbride or Miss Engaged would derive from a short course in house-furnishing, which in importance ranks second only to cooking. The happiness of a home may depend on the furniture, even the wallpaper, and a good start is everything in matrimony as well as other matters.

DECORATING AND FURNISHING THE DININGROOM

By A. A. G.

As most apartments and small houses have the dining-room opening off the living-room, a color scheme should be outlined consistently blending with the color of the living-room. French grey is a delightfully harmonious color, unusual for a dining-room yet suggesting a refreshing atmosphere.

Painted furniture has been gaining in popularity in England ever since a special exhibition of it was shown at Burlington House four years ago. Recent English journals have announced that Princess Mary has made it her choice



Part of the dressing room, illustrating a window treatment of imported damask and plain filet net, producing a charming effect. Illustration courtesy Daly & Morin, Ltd., Lachine, Montreal.

for refurnishing her apartments. The exhibit in the academy advanced all the decorative possibilities of effect by artistic application of design and workmanship and it impressed one with the enormous scope offered to an amateur who seriously aspires to a work f simple and sincere design.

The fad for brown tones in decoration first introduced itself in Canada and the States by mission furniture, a reaction against the ornate and ugly Victorian style, has become monotonous and the present day taste demands a newer note of decoration. This is only now becoming apparent, but with the assistance of true artists there may be created a modern art in decoration, or at least a revival of much of the best from the past.

The delicate repression of the grey tone would be heightened by the suggestion of color and the window curtains of ecru net hung under a brilliant daffodil-yellow and black chintz would establish the color scheme. A buffet whereon some of the bride's favorite wedding gifts would show to advantage—such as a pair of brilliant yellow china candlesticks with their candles to match; one of those lustrous bowls of shaded Ainsley china gay with daffodils or floating water lillies; or perhaps a couple of gleaming silver entree dishes.

A rug of the softest tone of grey with a border introducing similar suggestions of yellow and black, would complete a most fascinating dining-room—inexpensive and demure, yet gay—that essence of joyousness which is so essential in a dining-room as an aid to digestion.

REMOVING FURNITURE SCRATCHES

Sometimes the judicious and skillful use of stain, varnish and scratch remover will obviate claims for damages, whether the fault be with the customer, or the moving men. There are various kinds of liquids for which considerable is claimed in the way of restoring newness.

Some of the preparations are efficacious because they render less noticeable the lightness, or white appearance, of a scratch or mar; but no specific treatment has been found for a real gouge. The best that can be done is to tone down the color of the injury and make it appear as much as possible like the surrounding surface. Now and then where a furniture warehouse has an expert cabinetmaker on its staff he can perform wonders in staining and renewing surfaces.

HOME FURNISHINGS BUREAU ADOPTS TRADE MARK

The Home Furnishings Bureau, Toronto, has prepared an attractive trade mark which is to be used by its members to show that they are lined up behind the movement for better furnished Canadian homes, and that they are contributing of their money to this end. The general design of this trade mark shows a workman with tools in hand visioning a home and some items of furniture..

WATERLOO BEDDING PLANT ENLARGED

The Waterloo Bedding Co., Limited, of Waterloo, Ont., makers of "Quality" mattresses, have erected a large addition to their plant at Waterloo. This addition is of brick, and is equipped with the very latest in carding and garneting machinery for the manufacture of layer felt mattresses. In fact their whole factory has been revamped, bringing it up equal to the best bedding plant on the continent.

The company is continuing its high grade lines of mattresses, and with the addition to its factory will be able to speed up production.

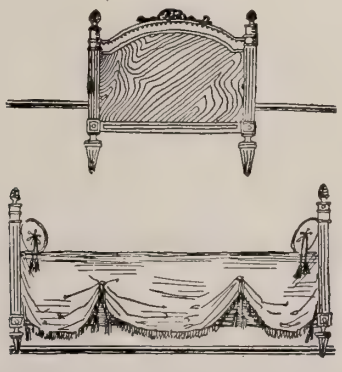
SOME LENGTH TO THIS BOARD

A new industry started recently in New Orleans converts "bagasse," the waste sugar cane, into practical material for building purposes. The machinery which utilizes this waste turns out a board 12 feet wide and 900 feet long.

A LESSON IN PERIOD FURNITURE

LOUIS XVI BED

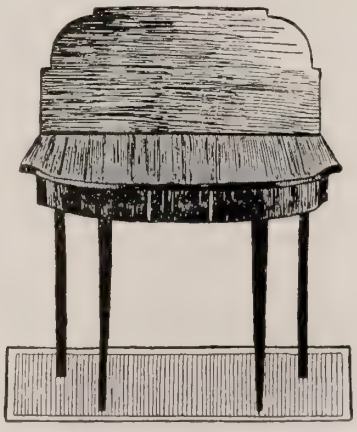
THE Louis XVI furniture, popular during the latter half of the eighteenth century, was modelled after classic lines. Straight lines were nearly always used, either fluted, tapered or twisted.



The bed illustrated is a good example of the Louis XVI period, showing the fluted and tapered leg and the classic lines.

TYPE OF SHERATON TABLE

THOMAS SHERATON designed exceedingly dainty tables with smooth uncarved surfaces and delicate decorations of inlay or painting. They have either the rounded or tapered square legs.



The tops of the tables vary greatly in shape and manner. Some are arranged for increasing the size by means of leaves.

PERFECT PACKAGE MONTH IN NOVEMBER

All trades and industries have been asked to cooperate in the "Perfect Package Movement" to be inaugurated by the railroads, steamship lines and express companies in the United States and Canada, in November, which has been designated as "Perfect Package Month." The purpose of the movement is to stimulate further public interest in good packing of shipments and to enable the carriers to improve the transportation service of the country. During November, an examination of all shipments sent by freight or express, will be conducted, to obtain information as to the best shipping methods carried on by the various trades and industries.

In every city and town, the railroad and express people will form campaign committees to cooperate with local shippers' associations, in carrying out the plans announced for "Perfect Package Month." "Exception Reports" will be made out for all faulty shipments discovered and these reports will be sent to the shippers' association for tabulation, to ascertain how high a percentage for "Perfect Packages," the shippers of that city have attained.

Comparisons of the records made by the various cities during November will be announced at the conclusion of the drive. The entire working forces of the railroad and express carriers, comprising some 2,000,000 men, will aid in the movement. The railroads, through the American Railway Association, composed of practically all of the railroads in the country, are pushing the campaign, as a means of raising the standard of the service, while the express agents are also getting ready to interest shippers in the undertaking.

LUMBER SITUATION IN BRITISH COLUMBIA

For the first time in many months there is a more cheerful tone about the lumbermen of this province and they are becoming infused with a reasonable hope that the home trade will rapidly resume a normal situation. The satisfactory grain crops are the basis of the hope that the prairies will rapidly require a great volume of lumber for a belated building program, and this hope is borne out in the larger volume of orders being received from that quarter. The volume of orders has been greater during the past thirty days than during the past twelve months, which is a good indication of what can be accomplished when the prairies begin buying in earnest.

The unsatisfactory feature of the present situation is not so much the volume of present and potential business, but the price. Prices have a way of adjusting themselves, however, and it would not be surprising to see an upward trend develop very shortly, if the demand for lumber increases to anything like a healthy extent.

Export trade continues on the satisfactory scale noted during the past several months. Especially to the Orient the demand is insistent, Japan being the largest purchaser, mostly of square timbers for building and resawing purposes. A great re-building campaign is progressing in Tokio, where houses and stores are being modernized. So insistent is the demand that it is impossible with all the great volume of shipping available, to secure space for lumber from B.C. ports to Japan until latein October. Every trans-Pacific steamer leaving this side carrying a full cargo, lumber filling up whatever space is left over from other commodities.

Competition between B.C. and U.S.A. mills is very keen, but the B.C. mills have the advantage of getting their ocean freights in Canadian currency, thus effecting a saving of about twelve per cent. Nevertheless, the American mills are securing their full share of the business, and in regard to Australia are securing practically all of it, certainly 80 to 90 per cent. Australia is waking up in demand for lumber after a quiescent period of many months.

The new Australian tariff gives the government power to enter into preferential arrangement with countries granting similar privileges, and negotiatings are understood to be now proceeding between Canada and Australia seeking to establish the preferential rate on lumber. If accomplished this will mean a considerable increase in this business, Australia being normally a very large buyer.



No. 2149 Smokers' Stand from the extensive line of gift pieces shown by the F. E. Coombe Furniture Co., Ltd., of Kincardine.

LLOYD CARRIAGES TO BE MADE IN FRANCE

A small news story published in several Canadian and American newspapers and copied in France has brought another fortune to Marshall Burns Lloyd, inventor of the Lloyd-loom baby carriage, whose rise from a poor fish peddler to a prominent mechanical inventor and millionaire, is one of the real romances in the industrial world. This fortune comes through the sale of French rights to his inventions and is the second to be consummated through a news story, the first occuring about one year ago when the British rights were sold.

This romantic story was copied by *La Nature*, a French magazine dealing with scientific affairs. Rene Duval and Pierre Mouronval, wicker manufacturers in Paris, read the stories, investigated, and last month closed the deal for the French rights. They will be the first to manufacture wicker baby carriages in France, wooden ones being the only ones hitherto used by French mothers.

Both Mr. Mouronval and Mr. Duval served five years with the French armies, the former being an aviator who is officially credited with bringing down two German planes behind his own lines and who has brought many more down behind the enemy lines as well, suffering a like fate and held prisoner by the Germans for six months. He has both the Legion d'Honneur and the Croix de Guerre for bravery in battle. Mr. Duval went through five years of fighting, including the first and second battles on the Marne, the Ypres and scores of others without receiving a single wound. He also wears the Croix de Guerre for bravery in battle.

FURNITURE DEALERS SHOULD CO-OPERATE

Co-operation turns to advantage of dealers in many ways—Forms of co-operation—With other merchants; with your clerks; with competitors—Learning from customers.

EVER since the world began the keynote of progress has always been co-operation. Men discovered very early that "two pair hands are better than one," and that by combining their energies they could accomplish much bigger tasks.

When business became something more than simply bartering, they quickly observed that "two heads are better than one" in solving its problems.

Business has grown big and efficient through the virtue of this idea of co-operation. Huge organizations are made up of experts in charge of the different parts of the business. It is the combined wisdom of these men that enables the organization to operate.

No one man—not even the head—pretends to know everything about the business. He depends upon those that work for and with him.

Some of the most prominent men our country has ever produced have said that they owed their success to the fact that they learned how to find out and use "what the other fellow knew."

Right now, and every day, you can co-operate to make your own business sounder and more profitable.

Your fellow merchants in the town or neighborhood where you are located can help you, and you can help them. You can co-operate with your own clerks; with manufacturers and their salesmen; with the customers that trade at your store.

All these hold something of great value to you—something you can turn into actual practice—if you only avail yourself of it.

Co-operation Must Come Through Human Contact

Any problem is easier solved when analyzed by two or more heads, because this affords two or more viewpoints.

A prominent judge once had on his desk a peculiarly designed ink well. The front was highly decorative, while the back was simple and plain. He used to call attention of the opposing parties in a law suit to this ink well, saying that it was just like the question they were debating. One side saw it from one viewpoint and the other side saw it from another. But in his position as a judge, he had to see it from both viewpoints.

Business problems are exactly similar. They always have two sides. They are practical problems and you cannot solve them by theory. For instance, one man, looking at certain facts, will say that business is going to be good. Another man looks at another set of facts and says business is going to be slow. Both may be right to a certain degree. It is so with all problems.

If you are wise you put yourself in the position of the judge and listen to the arguments on all sides. Then you are in a better position to form your own opinion and plan accordingly.

Co-operate With Your Clerks

Your co-operation should begin at home—inside your own store. There are scores of ways in which you can help your clerks—training them in a knowledge of your stocks, explaining to them your policy and why you have adopted it, teaching them the principles of successful salesmanship.

The proprietor who sets about it to make "future merchants" out of his clerks usually can get the pick of the ambitious young men of the community who are serious in the intentions of making good.

For your part, you can learn much from your clerks. Perhaps, more than you, they come in direct contact with customers. They know intimately the causes of complaints, and the preferences and habits of customers. Get them to analyze your business for you, and welcome their suggestions for improvements.

Co-operate With Your Competitors

True, your competitor is your business rival. There are many things which you could not discreetly tell him. But he is not your enemy. You and he have much in common. You can aid each other, and protect each other.

Merchants' associations can do a great deal to stimulate business in the entire community. Through such associations you can do your best work in boosting the town.

In an Iowa city a few weeks ago all the merchants by agreement declared a sale week. It was selling carnival for the whole town and scores of shoppers flocked in.

In many communities merchants exchange credit data to protect themselves from bad debts. Every buyer is rated as "good pay," 'slow pay" or "bad pay." The dead beat has no chance to travel from store to store, running up talks with many business men, sees how this merchant and debts.

We came across one town in our investigations where the merchants all made their charity donations through a committee. All solicitors for contributions were referred



No. 9991 Arm Chair one of the latest patterns from the show of W. J. Armstrong, Limited, Guelph, Ont. Cushions are filled with first quality down. The suite of which this piece is a part will find its place in some of the best furnished homes in Canada.

to this committee. This was a great relief, it is needless to say, to the individual merchants.

General business conditions, accounting methods, ways for cutting out useless expense, methods for simplifying deliveries, principles of advertising, and a hundred and one other subjects are matters that merchants may discuss among themselves to the advantage of all. An exchange of ideas is wonderfully enlightening.

Each merchant is sure to have had a little different experience from the others, therefore he will have a different viewpoint. It is the combination of viewpoints that makes wisdom. By getting together, merchants can compare notes; they can discard ideas they find to be worthless and adopt those they find good.

The shrewd merchant will even go outside his own line and compare notes with merchants in other lines; for he knows that the broader his knowledge the better is he fitted to form judgments relating to his own business.

Co-operate With Manufacturers and Their Salesmen

The manufacturer who sells goods to you is constantly studying business in its widest aspects. He is eager to help you, as a customer, to succeed; for your success is his success. He has every reason to pass along to you helpful information and suggestions, and is just as pleased to receive them from you.

The manufacturer' salesman travels from store to store, clearing house of ideas. Never let a salesman get away that operates his business, and is therefore a first-class from you until you have found out (1) about his house and what he has to offer in the way of goods and service, and (2) what he knows in general that may be of assistance to you.

Learn From Your Customers

Your customers have one viewpoint that is worth everything to you—the buyer's. The average buyer shops in many stores and has definite ideas about merchandise, store service and similar matters.

One merchant told us he got all his pointers on what to say in his advertisements from remarks that his customers made. Any particular merits of his goods or methods that appealed to Mrs. Jones, Mrs. Brown and Mrs. Black, would appeal likewise—so he reasoned—to a lot more housewives of the community.

He gives careful attention to complaints, he said; for often these complaints help him to discover some shortcoming that needs correction.

THIS WAS A REAL PICNIC

Representatives of wholesale houses who were present, as well as the members of the store staff who enjoyed the event, are unanimous in declaring that the picnic staged this year by the "Fellowship Club" of R. T. Holman, Ltd., Summerside, P.E.I., was one of the biggest events of its kind attempted by any business house in Eastern Canada.

This big event, which was under the management of the entertainment committee of the Holman Fellowship Club, was held at Stavert's Beach, a point about five miles outside Summerside, at the mouth of the famous Dunk River. Headed by a five-ton truck bearing a gasoline calliope and a clown band, some sixteen motor vans and touring cars paraded from the town to the picnic grounds, creating considerable interest en route. At the picnic grounds there was everything that even the most critical pleasure-seeker could desire—a shaded grove for rest; bathing houses that had been hastily constructed for the event; row boats and motor boats for the use of the picknickers; a beach where clams and quahaugs could be had in abundance; an athletic field laid out for the 100-yard dash, women's race, fat men's race, sack race, wheelbarrow race, running high jump, running broad jump, tug-of-war and wrestling events, which were held for the more strenuous.

A baseball game was played among the men and after they had unmercifully "swatted the pill" a women's game was played. Several games of quoits were played, swings were extensively patronized and through the whole day the music of the calliope and the antics of the clowns furnished a connecting link which made no break in a whole day of sport. At the end of the day, which was declared a perfect one by all present, several old-fashioned dances, including a set of lancers, were danced on the athletic field, more than 200 participating.

ELM AS A FURNITURE WOOD

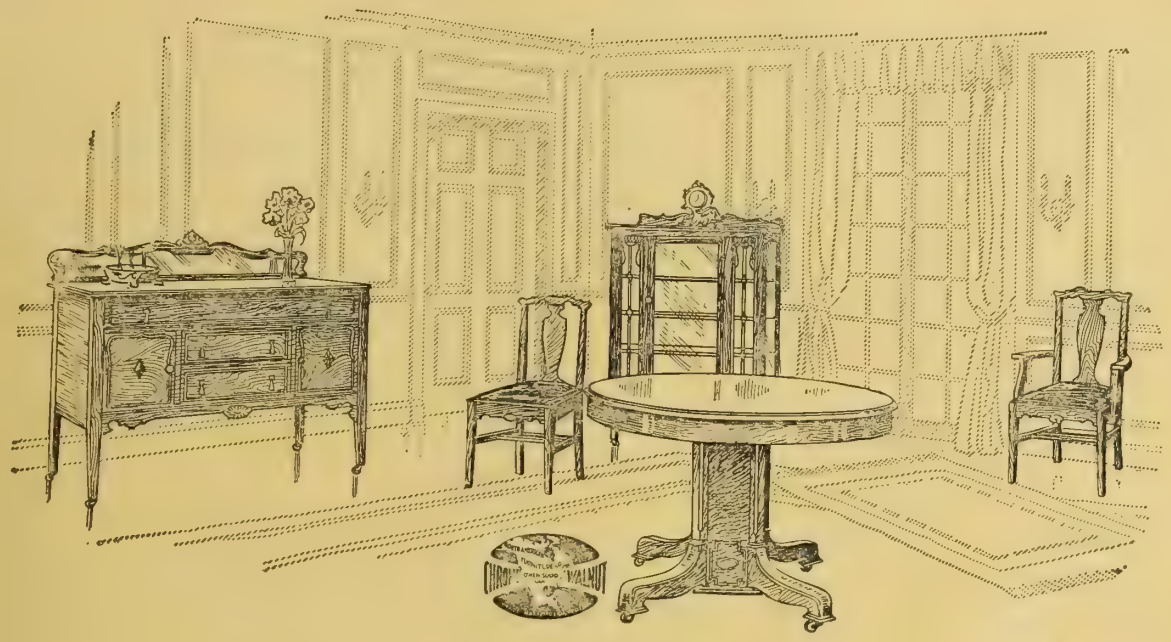
The elms belong to the nettle family, and about fifteen species are known in the world, most of which are trees. Six species are native to North America. The American elm is commonly known as white elm and sometimes as gray elm or water elm. It is found growing native from Newfoundland across Canada to the Rocky Mountains and south to Florida and Texas.



At the big Holman picnic at Summerside.

Top—One of the high jumpers; a quiet corner for the ladies.

Below—Clowns making up; New style wrestling.



Sales Will Be Made This Fall

by the dealer who is wide awake to the fact that conditions are changing rapidly in the furniture industry. Stocks at wholesale as well as at retail are low. Demand for goods all around has become more brisk. Factories are busier.

Merchants who put off buying too long will lose good business, but those with carefully assorted stocks will get the business.

The No. 164 suite illustrated here has always been a good business getter. Shipments can be made at once.

We will assist your sales efforts by supplying a newspaper electro of this group. Ask for it when you order.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

The North American Furniture Co., Limited

Owen Sound -:- Ontario

"The Home of Good Furniture."

Take Full Advantage of the Season

This is the season of the year when your customers are again discussing home furnishings. The coming of colder weather causes the interest to centre in the home.

The dealer ought to feel that he has not taken full advantage of the season, for, by featuring North American Bent Chair Co. Furniture he can be assured of the utmost in results for himself and complete satisfaction for his customers.

We make a wide range of furniture of high quality.

Reed Chairs and Reed Furniture of all kinds

Dining Room Suites and Chairs



Windsor Chairs

Bedroom Chairs

Bentwood Chairs

Living Room Chairs

The North American Bent Chair Co., Limited

Owen Sound, Ontario

ENTHUSIASM

By Napoleon Hill

ENTHUSIASM is one of the most desirable of qualities! It attracts people to you and causes them to co-operate with you.

Enthusiasm is the spark which touches off that dormant power which is housed in your brain and puts it into action.

Enthusiasm overcomes despondency and generates hope, self-confidence and courage. Enthusiasm stirs up your liver and puts it to work, thereby helping it carry on its vital function of cleansing your blood.

Enthusiasm arouses your whole being and causes you to transform your dreams into reality!

If you are not enthusiastic over your work you do not love it, therefore you are trying to perform work for which you are not fitted.

Enthusiasm is contagious! Unconsciously you pass it on to those with whom you come in contact and it arouses them to act and think as you do.

An enthusiastic person, when guided by a sense of justice toward others, is usually a great asset in any organization, business, family or community.

SIZING UP CUSTOMERS

Can you size up your customers when they come in, especially those whose characteristics and buying habits are not known to you? Do you make any effort to do this in order to know how to handle them to get a maximum of business from them?

A historic example of the ability to size up men is that of Alexander the Great. At one time, when ill, the great Conqueror received a letter saying his physician had determined to poison him. Alexander laid the letter aside without comment and awaited the coming of the physician. Upon his arrival the latter prepared a dose of medicine and before taking this Alexander handed the letter to the physician, watching him closely as he read it. After this scrutiny of the man, Alexander took the medicine without question or hesitation. He had looked into the physician's face while the letter was being read and what he saw there convinced him of the man's entire innocence.

There is that in the face of every customer by which you can determine what manner of person you are meeting and, hence, how that person should be handled in order to create the most friendly feeling and the greatest interest in the goods you want to offer.

If you will learn to watch the customer's eyes while presenting your selling talk, you will not be misled by discouraging replies or even by expressions of the countenance. It is said that one's eyes never lie, that the real thought is behind their expression, whatever the mouth may say.

When you can size up customers you can tell whether to urge them further to buy, or leave them to go their way. You can tell whether they are buying more than they can pay for, whether they are bluffing about their inability to take care of their account, whether they are satisfied with the treatment they are getting.

Buy a piece of furniture—and buy it now.

Notice To Dealers

In future all Sanitary Ventilated Spring Mattresses will be covered with our special new woven ticking in a neat brown and white design. This ticking is of very high grade and the design is particularly attractive. It will assist our patrons in selling the famous Marshall Mattress.

Customers desiring the old style blue and white ticking should specify same when ordering.

Marshall Ventilated Mattress Co., Limited

98-100 Lombard St., TORONTO, ONT.

LONDON, ENG. **WINNIPEG, MAN.** **CHICAGO, ILL.**

WITH THE SALESMEN ON THE ROAD

ELIMINATING THE FURNITURE TRAVELLER?

A furniture traveller, commending the article and commenting upon "The traveller is your best friend," published in the last issue of CANADIAN FURNITURE WORLD, says: "I am one of them, and have been for over thirty years.

"In these days when business is dull in the furniture line we need all the help we can get, and your paper is certainly the best medium to reach the dealer. On the other hand, Mr. Dealer tries every means in his power to buy as cheap as he possibly can—which is the right thing to do. Some of them (I have one in mind particularly, and I hope he will not be followed by others) are trying to eliminate the traveller; trying to deal direct with manufacturers and deprive us of our commission, which is our salary, as most of us furniture travellers are commission men. Honest manufacturers do not agree to this game, but, unfortunately, there are some manufacturers who do.

"I have given this matter some thought and believe that some means should be evolved whereby this poor game should be stopped."

RETAILER AND TRAVELING SALESMEN

The man who never has any time, or a smile, or a pleasant word, for the traveling salesmen who call upon him, loses a lot of practical and valuable help. To be a success as a traveling salesman a man must be a live wire, and if he is a live wire he will be closely in touch with the vital issues of business and with the wideawake men and the successful ones in his field. One does not need to waste time proving that he is a good fellow, but there is no reason why he shouldn't plan to keep a stream of up-to-date ideas flowing into his business through the courteous audience he gives to the traveling salesmen.



No. 34 Pedestal No. 35 Pedestal

Two new pieces from the Gift Line of the Hespler Furniture Co. Ltd., Hespler, Ontario.

WHERE THE COUNTRY RETAILER HAS THE BETTER OF IT.

Mr. J. M. Barnes, of the big Chicago house of Marshall, Field & Co., says that in any competition between the small town retailer and the city merchant who goes in there to get his trade, the advantage will always be with the small town man because it costs less to do business in a town than it does in a city.

That is, the advantage will be with the country store if other things are equal; meaning particularly if the country retailer keeps as good a store as he can.

Mr. Barnes says some interesting things about the cost of doing business in different places:—

And a study of thousands of mercantile statements that have come to my attention during the past 25 years have made it perfectly clear that so far as the cost of doing business is concerned the small town store has a big advantage over its competitor in the big city.

In other words, the expense of doing business tends to increase with the increased size of the town or city. It is less in a small town, than in a large town, and less in a small city than in a large city.

If we consider towns having a population of less than 2,000, we will find that the cost of doing business usually runs from 15 to 20 per cent of sales. An average of about 18 per cent would appear to be normal for such towns.

When we consider larger towns having a population of from2,500 to 10,000, we find that the cost of doing business usually runs from 18 to 23 per cent of sales. A fair average would be about 21 per cent.

In cities having a population of from 10,000 to 50,000, we are apt to find that the cost of doing business has again increased and that it amounts to from 20 to 25 per cent of sales. An average would probably be about 23 per cent.

In cities having a population in excess of 50,000, the cost of doing business has a further tendency to increase. Here it usually runs from 23 to 28 per cent. About 25 per cent of sales would be an average.

This gives the country retailer two advantages: first, with any of local consumers who like to go to the city to trade and, second, with local consumers when the city stores send men in to get the country trade. But how many country merchants use this advantage systematically? Very, very few. As a matter of fact, a good many of them don't even know they have it

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The employees of the Lloyd Mfg. Co. at Menommee, Mich., have formed themselves into the "Lloyd Welfare Association."

The advisory committee on commercial education of the University of Manitoba has completed arrangements for holding several courses in accounting, auditing, commercial law and English. The courses have been conducted at the University since 1917, and have steadily grown in popularity.



DOMINION OILCLOTH & LINOLEUM CO. LIMITED – MONTREAL – TRADE MARK

Keep your Linoleum stock well assorted~ 'phone your jobber!

Be Prepared for Early Fall Orders

It is an easy matter to carry an attractive showing of Linoleum, Floor Oilcloth and Feltol. For your jobber stocks it in wide variety of design.

Orders will be pouring in to live retailers very soon. The dealers who are prepared by having the assortment will reap the business and the profit. Reap your full share and reap it early.

Our Canada-Wide advertising is stimulating the demand for these popular floor coverings. Many merchants are finding the quick and frequent turnover a more attractive return than is obtainable from the same investment in other lines.

Some prefer rugs to piece or yard goods and you can carry and display both with profit. Plan early. Let us help you with our Window Display Selling Helps—they are sent free of cost, prepaid.



Tell your customers that these floor coverings are made in Canada by Canadians to meet Canadian climatic needs.

TELEPHONE YOUR JOBBER NOW

DOMINION OILCLOTH & LINOLEUM CO., LIMITED
MONTREAL

News of the Canadian Furniture World

The Canadian Upholstering Co., Montreal, has been incorporated.

Oscar Burkan's furniture store at Montreal was damaged by fire recently.

W. A. Robinson, president of the D. Moore Stove Co., Ltd., Hamilton, is dead.

Alphonse Audet & Co., furniture dealers, Three Rivers, Que., were registered lately.

The Office Furniture & Supplies Co., Ltd., has increased its capital from $100,000 to $200,000.

The Da-Nite Furniture Co., Ltd., Toronto, has increased its capital from $200,000 to $1,000,000.

Geo. Thompson, of Thompson & Blair, Perth, Ont., died suddenly while attending an I.O.O.F. meeting in his town last month.

Retail merchants on Yonge street, Toronto, have formed an association to further their business interests. The inaugural meeting was held in the Dale Furniture Co's store recently.

John Morrissy, Charles J. Morrissy, Eugen Connolly, William L. Durick, all of Newcastle, N.B., and George N. McDade of Chatham, have been incorporated as the John Morrissy Furniture Company, Limited, with an authorized capital stock of $75,000 and the head office at Newcastle. The objects of incorporation are to take over as a going concern the business now being carried on by the said John Morrissy at Newcastle, Caraquet and Dalhousie and to purchase all the real estate and personal property owned by said John Morrissy in connection with said business.

NORTH AMERICAN BENT CHAIR COMPANY GIVE CHAMPION EMPLOYEES WEEK'S OUTING

The North American Bent Chair Co's baseball team are the 1921 champions of the Owen Sound Senior City Baseball League, and to commemorate their winning were treated by the company to a trip to Manitoulin Island and Sault Ste. Marie.

The steamer "Michipicoten" was chartered for the trip and the party of twenty was chaperoned by Mr. John G. Hay, president of the North American Bent Chair Co., and Mrs. Hay; Mr. Gordon McIntosh, secretary-treasurer of the club, and Mr. R. Fletcher.

Several games were played with teams on the Island, the Chair team dropping the first and winning the two following. Meaford and Collingwood were visited on the way to Manitoulin.

A game was arranged with the Indian team at Wikwemikong, but rain interfered.

The game with the Indians at Kagawong, however, resulted in a win for the natives, 6 to 5. The Chair team took revenge for this defeat by beating the Gore Bay club twice.

The boat trip was continued, the party touching at ports on the North Shore, then to the "Soo." The same route was gone over on the return trip, the Owen Sounders arriving home safe and sound after a week's memorable and pleasurable trip.



Group picture of North American Bent Chair Co's baseball team—champions of the Owen Sound City League for 1921. Last year this team won second place. The names of those in the group are:
Top row—R. Fletcher, Com.; C. Whinfield, F.; W. Scott, 2B.; V. Vasey 1B.; G. Wilson, S.S.; M. Keiling, F.; G. C. McIntosh, Sec.-Treas.
Second row—A. Patterson, Com.; L. Kinch, C.; A. Whinfield, P.; W. Ray, Mgr.; W. Garbutt, P.; B. Foote C.F.; W. G. Hay, V.P.
Bottom row—J. Greenaway, 3B.; Glen Robinson, Mascot; D. Matchett, R.F.
Inset are J. G. Hay, Hon. Pres., and James Garvie, Pres.

The "BETTER QUALITY" Furniture



No. 2051
Double Gate Leg Table, Solid Walnut.
Walnut or Mahogany Finish.

"COOMBE" Creations

The furniture of Neat Appearance, Design and real selling values, that are so popular with the trade.

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ECONOMICS OF RETAIL DISTRIBUTION

Things that dealers do or ought to do to get profit out of business—Fundamentals that make for business success—Accounting, turnover and right buying.

First of a series of articles by C. H. Rohrback

THIS is a subject so broad that volumes have been written on it and it really can only be sketched or suggested in a short talk like mine. Reduced to its simplest terms it means—what are the things that you do, or ought to do, to get a profit out of your business?

You are all in business to make money; every business transaction has as its financial object (even if a sale is made below cost) the return of a profit for the seller; some of you are very successful and make a lot of money; others perhaps just about make a living. Why the difference?

Suppose we set down here some of the things that the successful men are doing. No doubt, they are also doing plenty of other things, but these are the fundamentals.

1. Accounting.
2. Turnover.
3. Right buying.
4. Pricing the merchandise.
5. Display—store arrangement.
6. Specialization and special sales.
7. Location.
8. Service.

These items are not necessarily set down in the order of their importance, but it is commonly admitted by those who have given the subject any study that these are the causes of a great majority of the business failures, or lack of successes, among retail merchants, aside from those other major causes of insufficient capital and ignorance of the business in which they are embarked. We will not discuss these two factors here because the mere fact that you are here and are members of this Association is sufficient evidence that they do not apply in your case.

Accounting

No man can succeed in business unless he keeps proper records—and that is all that bookkeeping or accounting amounts to, the setting down on paper of the amount of time and material spent on a job, the sums of money received and paid out, the bills owing to or by the firm, the quantity of goods coming in and going out, and then once every so often an assembly of the totals of these various transactions or accounts on a balance sheet so as to give a picture of where the business stands.

Your Association has gotten out a very complete accounting system, but it will do you no good unless it is properly used. One of the best things in this line that I have ever seen is the bookkeeping system developed by the Delco-Light Company of Dayton, Ohio, for their dealers. In this bookkeeping book of theirs the statement is made that a special investigation of about five hundred dealers showed that only thirty-one had any system of accounting that would be accepted by insurance people as prima facie evidence in the adjustment of a fire loss; that most of the storekeepers were working from ten to twelve hours a day at work which a cheap clerk could do just as well and sometimes better; that their window displays were changed but once a month; that they left their advertising to the tender mercies of the local newspaper man; and that in only a few cases did they even have a visiting bookkeeper come in to tell them what the real condition of their business was.

The Sales Manager for a large hardware manufacturer said not long ago that this Company employs the best accounting experts obtainable; that every item of manufacturing cost and overhead expenses that can possibly be thought of is figured in; that an extra percentage is added to cover unknown contingencies; and still at the end of the year they find they haven't made as much money as they thought they would make.

How then is it with the careless or inefficient dealer who forgets to add to his costs little items of express charges, damaged stock or spoiled material, wages for himself or members of his family, or money disbursed for personal or household expenses, gifts or premiums, advertising expenses, free alterations or repairs, and so on? He will be lucky is he makes a bare living, to say nothing of getting a profit on his capital investment of money and brains. I add brains here because many times they are the biggest investment a man can make and rightfully used they will bring a far greater return than almost any amount of money that can be put into your business.

And speaking of money, it is to your interest not only to be able at any time to show an acceptable financial statement but also that every other dealer in your community and in this entire country be able to do likewise. Why? Because relatively few businesses can be conducted without the help of borrowed money. Money has its price, like anything else, and as in the case of your own merchandise, the cost of money must bear the burden of loans made to the inefficient and shiftless. So that not only does the wide awake business man find that a clean financial statement facilitates his own borrowings, but the lack of such statements on the part of the other class to which I have referred adds to the cost of his own loans.

Turnover

Here is a rock on which many a business craft founders and it is one that is intimately tied up with accounting or recording, as you can readily see.

I once knew a small pants manfacturer in Reading, Pa., who failed with his bins and shelves bulging with stock, all for lack of knowledge of what his turnover was. He failed with over $30,000 worth of pants in his possession because he neglected to keep track of and concentrate on the quick-selling styles and because he refused to sacrifice or take a loss on stickers, so that all of his capital eventually became tied up in out-of-date merchandise for which the sheriff was able to get only about ten cents on the dollar.

To put the thing before you in concrete shape, let us take the case of a dealer who has a $5,000 merchandise investment. His sales amount to $10,000 a year, on merchandise that has cost him $7,500. His expenses for doing

business amount to $2,000, leaving a net profit of $500. This is on a turnover of one and one-half times his stock.

Now then, by extra efforts such as I shall describe later he increases his sales another year to $20,000. His expenses for handling this larger amount of business have not doubled. Rent, heat and light remain the same. Depreciation and shrinkage may even be less because of the stock moving faster. Bad debts, insurance and taxes, advertising, delivery, supplies and miscellaneous expenses will increase somewhat but not in direct proportion to the increase in sales. Salaries will be higher, he will probably give a commission and bonus for greater results on the part of his sales force, but this item will not be doubled because there is a great deal of slack time in most stores that can be taken up through intensive salesmanship.

So that if we figure that the first $10,000 worth of merchandise cost $2,000 to sell, it is altogether reasonable to assume that the second $10,000 can be sold at a further expense of only $1,000. The net result would be $15,000 for cost of merchandise sold, $3,000 for expense of selling, and a net profit of $2,000 for the turnover, as against $500 for one and a half turnover all on the same original investment of $5,000.

There is, of course, a point beyond which this principle of increasing the return by increasing the turnover will not apply. In very large retail businesses, such as our great department stores, for example, the ratio of expense grows steadily with the growth of sales. But I am speaking now of the average small retail store in which these principles can and are constantly being applied.

Another factor in this problem is that of maximum and minimum turnover. For example, the other day I went into a drug store for a can of Blank's tooth powder. He was all out but offered me three or four other kinds. As I am partial to Blank's, I went across the street and got the article I wanted. The thing for that druggist to do is to make note of the number of calls for Blank's that he cannot supply and then adjust his stock so that he will get the maximum of turnovers on a minimum quantity of that particular article.

Right Buying

This means buying the right merchandise, at the right price, and in the right quantities. It is, of course, much simpler to say it than to do it; nevertheless, your degree of success will be measured by the extent to which you master this important principle of retailing.

Do you ever see any dead stock, any stickers, any shopworn goods on the shelves of a chain store? Do they ever get stuck on new and untried merchandise on which special discounts or premiums have been given them? Well, perhaps they do, but if so they don't hold many post-mortems, they don't leave the painful reminders of their mistakes lie around very long tieing up capital that could be earning a profit on standard goods.

Right buying means not only a careful study of turnover, so that a minimum amount of your capital will be tied up in the most profitable items of merchandise that you can get on your shelves; it means not only watching market quotations so that you will pay no more than your competitor on the next street pays for the same article—many a sale I have made of one article at two or three different prices because a salesman soon knows who are the sharp buyers and who are the ones that will let him send the order through at the same price as last even though the market has dropped ten per cent in the meantime; right buying means also a careful watch so that all cash discounts are taken advantage of. Many businesses are operated on so close a margin that the cash discounts furnish a large share of the profit tnat is shown at the end of the year.

Suppose you have an item on which you carry an average of a hundred dollars' worth of stock, and it being a good seller you turn that stock over five times in the course of the year. With a two per cent. cash discount that gives you $10 on the $500 sales, or a profit of ten per cent. on the investment aside from the profit on sales. Not bad, is it? And there are cases where the stock has been turned over every week. Just think! $104 from discounts alone on $100 capital.

Another thing that must be guarded against is the inclination to stock up too heavily on a rising market. Of course, at present we are in a declining market, but that will not always be the case, and it is an important thing to bear in mind.

Take, for example, an item of which you sell a dozen a month, on an average. The cost to you is $1.00 the dozen and you sell it on a 25% margin. The price goes up each month, but you order only the usual monthly requirement. The transaction would show up as follows:—

Cost	Sell	Earned
$1.00	$1.33	.33
1.10	1.47	.37
1.25	1.67	.42
1.40	1.87	.47
4| 4.75	$6.34	$1.59
$1.19		

$1.59 earned on an average investment of $1.19, and as it is a constantly moving itme your money on each month's purchase is really tied up on an average only half the month, so that your gross earning of $1.59 is on a net investment of only 59 cents. And the illustration can be carried even further. If you get 30 days time on your bills, you always have your money back, with a profit, before you pay for the goods, so that you really earn $1.59 without making any investment.

Now then, the fellow down the street is a shrewd buyer who anticipates that the market is going up, so he loads up with four months' stock at the bottom price. What is the result, assuming that he follows the market up in making his sales?

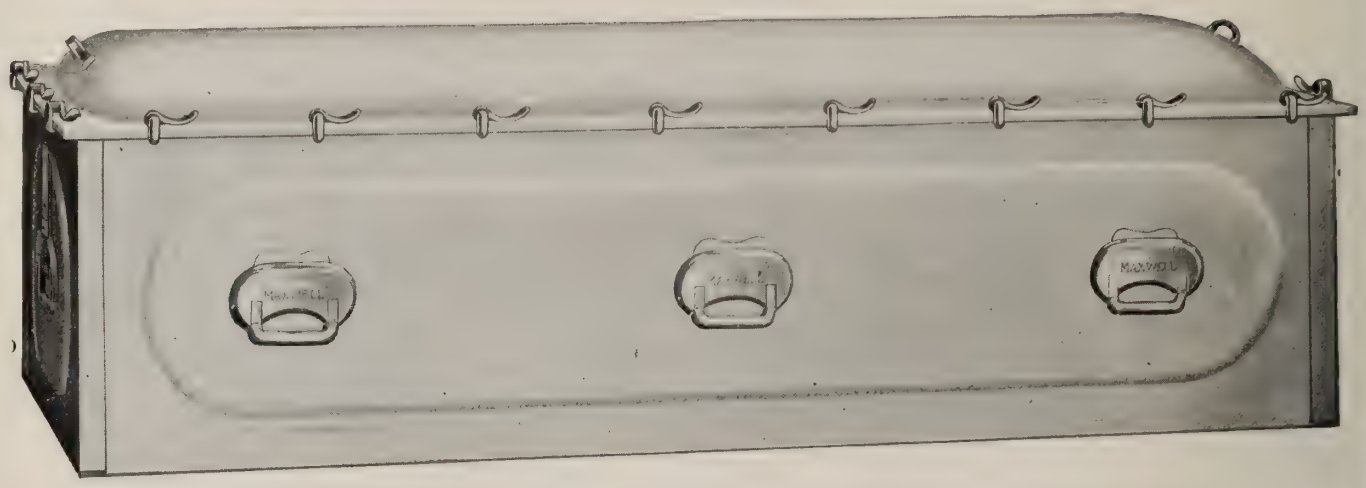
Cost	Sales	Earnings
$4.00	$6.34	$2.34

Looks pretty good, until you discover that he has had an average capital investment of $2.00 on which his return is $2.34, or 117%, against the first man's investment of 59 cents with a return of $1.59, or 270%. Moreover, the second man often will overlook the advantage he has, and will decide to give the customer the benefit of his lower cost, which will make his showing even worse. Or prices may go down instead of up. The one is buying on speculation, the other on turnover. Don't tie your money up any more than you can help. Make it work as hard as you do.

INVALUABLE AS A BUSINESS HELPER

In sending in a two-year subscription to Canadian Furniture World, A. G. Washington, Swift Current, Sask., writes wishing the World every success, because he is assured that "every issue is much appreciated and invaluable as a business helper."

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Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

THE NEW BRUNSWICK ASSOCIATION BOOSTS CANADIAN NATIONAL ASSOCIATION

Report of annual convention—Change of name—Discussion and entertainment—Officers elected

THE New Brunswick Funeral Directors' Association opened its annual three-day convention at the Seamen's Institute St.John on Tuesday September 6, with P. J. Fitzpatrick, president, in the chair.

The president's report showed that there was much activity in the provincial association during the last year. He also pointed out that the National Funeral Service Association, organized at Winnipeg on July 7, was a forward movement in association work in Canada. In a few well chosen words Mr. Fitzpatrick welcomed the members to the city. He was pleased to welcome also representatives from Nova Scotia and Prince Edward Island.

The afternoon was taken up with practical work on cadaver. In the evening the members of the convention attended the exhibition. Never in the history of St.John was such a display of funeral furnishings assembled as was exhibited by the several wholesale houses of the maritime provinces.

On the morning of the second day, secretary-treasurer, N. Louis Brenan, read his annual report and submitted his finance statement, showing increase in membership and finances in a healthy condition.

A resolution was passed, to be wired to the Canadian Embalming Association, then in session in Toronto, extending greetings.

Another resolution pledging support to the National Funeral Service Association of Canada by the New Brunswick Association was passed.

The meeting was resumed at 2 o'clock, when the report of the committee on the president's address and secretary-treasurer's report were presented and recomendations discussed.

At four o'clock the board of directors of Furnhill Cemetery furnished cars to take the delegates to visit the chapel, receiving vault, soldiers' graves, etc., there. Superintendent J. P. Clayton did the honors.

The first business taken up on the third day was the resignation of F. W. Wallace as editor of the *Canadian Funeral Director*. After Mr. Wallace again declined to accept the office, it was decided to leave the winding-up of affairs with the retiring editor and present managing directors.

The next business was the election of officers which resulted as follows:

Hon. president, F. W. Wallace: president, P. J. Fitzpatrick, St. John; first vice-president, O. E. Tuttle, Moncton; second vice-president, A. M. Maher; third vice-president, H. E. Adams; secretary-treasurer, N. Louis Brenan, St. John; sergeant-at-arms, S. E. LeBlanc; chaplain, A. A. Steeves, Moncton; press reporter, F. W. Wallace.

Votes of thanks were passer to H. S. Eckles & Company, Philadelphia, for charts; Dr. Ferguson, of the Champion Chemical Company, Toronto, for a colored map; directors and superintendent of Fernhill; and the press of St. John.

The association also embraced the National Funeral Service Association of Canada which meets at Toronto next year, and elected as representatives President Fitzpatrick and Secretary Brenan. The association will hereafter be known as the New Brunswick Service Association. The meeting closed with the singing of the national anthem.

The delegates met at Brenan's mortuary parlors in the afternoon for the final lectures and demonstrations which closed the convention.

The meetings were very instructive and the delegates expressed their appreciation of their treatment while in St. John.



P. J. FITZPATRICK, St. John
Re-elected president of the New Brunswick Funeral Service Association.

ONTARIO EXAMINATION RESULTS

The list of candidates who were successful in passing the examination held in Toronto, on September 8th and 9th, 1921, last, for those wishing to qualify as embalmers in the Province of Ontario are in order of merit:

Honors—A. R. Williams, St. Thomas! Clayton W. Misener, Smithville; Alex McNeil, London.

Passed—John R. Wheeler, Toronto; W. W. A. Gray, Erin; E. J. Letang, Almonte; Ernest Merritt, Smithville; R. A. Julion, Ottawa; Jas. F. McComb, Belleville; A. A. Harrison, London; C. L. Wilson, Drumbo; H. B. Burney, Ottawa; Robt. M. White, Orillia; J. W. Blake, Sherbrooke, Que.; Preston L. Walker, Walkerton; Elmer J. Harding, Wilkesport; John Kitching, Waterdown; M. R. Rutherford, Ottawa; Munroe Hoover, Selkirk; D. S. Wilkes, Toronto; J. A. MacDonald, Cornwall; A. L. McDermott, Oshawa; James Stewart, Hamilton; Wm. C. C. Garlick, London; D. H. Webster, Lakefield; Wm. P. Heinbuck, Stratford; Thos. Humphrey, Toronto; Orville Falls, Midland; Frank Sargent, Grand Valley; Wm. H. Litt, Marmora; Neil McPhee, Parkhill; C. A. Chadwick, Simcoe.

BRITISH COLUMBIA FALLS INTO LINE

Following the big Dominion convention at Winnipeg last July, the newly elected Vice-president, W. S. Yule of Swift Current, Sask., promised to look after the West. He has made good. In a letter to PresidentGreenwood of that body he states:

"I have just returned with Mrs. Yule after a three weeks' vacation in Vancouver and Victoria, and while it was a pleasure trip, I took the opportunity afforded me while in Vancouver to call on Mr. Reynolds of Centre & Hanna, and in conversation with him I outlined our Dominion Association. He was very much interested, and having a "stand in" with all the firms in Vancouver, he immediately called them up and arranged a banquet for 6.30 on Wednesday, Aug. 31. All the firms were represented. About twelve sat down to dinner, and I outlined the program as far as we have gone in our Dominion Association. They unanimously decided that they should reorganize their Provincial Association, and thereby lend what assistance they could to the Dominion Association. They appointed Mr. Hanon and Mr. Hutson a committee of two to canvass and arrange for a reorganization meeting and I have no doubt that we will hear from them in the near future."

Professional Notes

Oakland, Cal., has a new Casket Makers' Union,

F. M. Brown, Amherst, N.S., visited Halifax last month with his two daughters.

Miss M. Murdoch returned home to Halifax from Toronto and reports having spent a splendid visit.

The Nova Scotia Association presented "Father" John Snow with a beautiful floral banquet on Sept. 10, his 76th birthday.

Cousins & Burlingham, Wallaceburg, Ont., have just installed a new combination hearse, casket wagon and ambulance. The interchangeable body is mounted on a Reo speed-wagon chassis, and was made by Mitchell & Co.

Edward Cousins, of Cousins & Burlingham, Wallaceburg, Ont., lost his little boy, Donald, through death on Sept. 3. The little felow was ten months old. He died at his father's summer home at Port Lambton and was buried the following day at Wallaceburg.

F. G. Misener, funeral director of Dartmouth, N.S., died on Sept. 17 after an illness of three months. He was buried in Christ Church cemetery, Dartmouth. The funeral was largely attended, and many floral tributes testified to his many likeable qualities. Secretary ecil Zink represented the Nova Scotia Association at the funeral. John Snow, sr., was also there.

Reason for the Rush

"We must have the wedding at two, not four, dearest."

"But, Fred, I wished it at four. Why not?"

"Your father is going to give us a cheque for a wedding present, isn't he?"

"Yes—but what has that to do with it?"

"Why, darling, don't you know that the banks close

Teacher: How is it that you're so late, Tommy?

Tommy: 'Cause there was a man pinched for stealin' hens and setting a house on fire, an' knockin' down five policemen, an' mither sent me roon to see if it was faither.



Group picture of Nova Scotia Funeral Directors in front of Snow & Co's establishment at Halifax during recent convention Photo courtesy Miss M. Murdoch (Snow & Co.) and Dr. G. W. Ferguson.

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Why Is It Different?

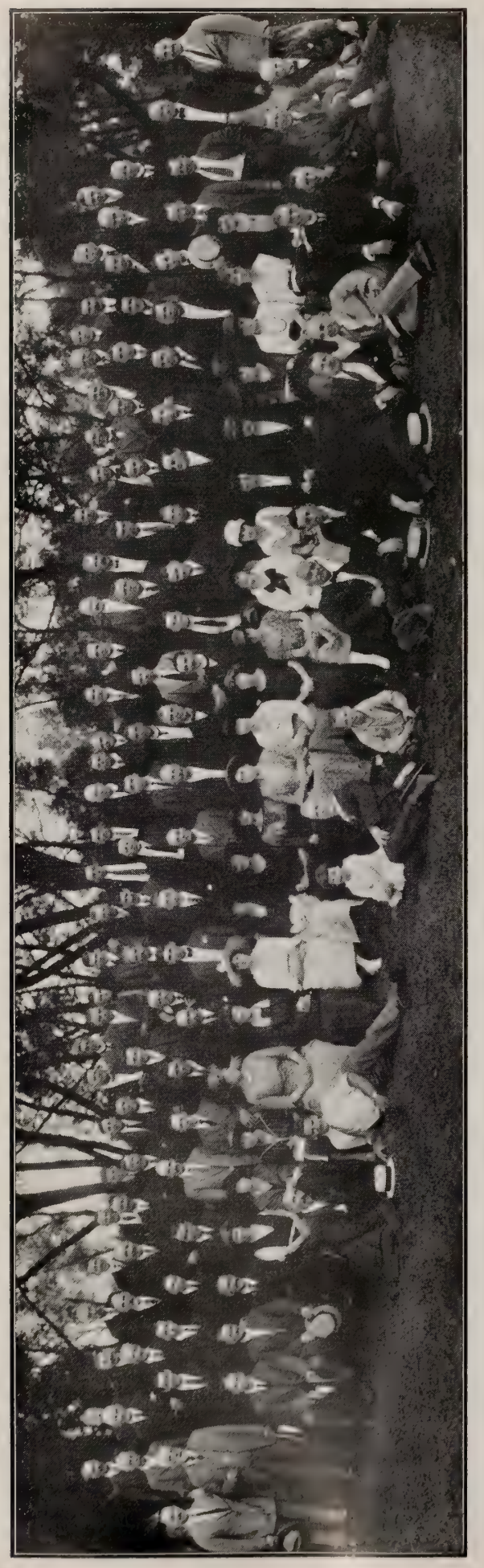
Because it is compounded from Fourteen Chemicals--other fluids have three or four. That is why it overcomes all the trouble an embalmer meets in his practise.

It takes Two Weeks to make a batch of CANICULA---other fluids can be made in two hours.

Reference--The Embalmer That Uses Canicula

Canicula Chemical Company

366 Bathurst St. Toronto, Canada



How many persons are in this picture? Group photo of funeral directors at annual C.E.A. Recreation Day, Wednesday, Sept. 7, at Island Park, Toronto. Photo by W. H. Figary 181 Sheridan Ave., Toronto.

PROFESSIONAL NOTES

A gavel made of Indiana walnut was presented to the president of the C.E.A. at the opening of the recent Convention by Prof. Worsham of Chicago, who had charge of the school this year. It is a gift greatly appreciated, and the unanimous vote of thanks passed after the presentation shows how pleased the members were with the gift.

Mr. J. J. Jackson, father of A. A. Jackson, Vice-president of the Ontario Funeral Service Association, died at his home at Arkona, Ont., on Sept. 17. Mr. Jackson, Sr., was a prominent funeral director in his section, selling his business at Arkona about a year ago to Mr. Catts.

Albemy Jannisse, Windsor, is in hospital there suffering from the effects of blood poisoning.

Wm. Sutton of Windsor, is seriously ill in the hospital as a result of his motor ditching and upsetting while he was on his way from Walkerville to his summer home at Kingsville on Sept. 13.

Jno. Campbell of Dutton is dead.

Arnold Raymond and Jack McLaughlin, representing Toronto and London houses respectively, are disputing the business they booked last month. We heard the figures, but it depends on the last one spoken to who is ahead.

James Jones, lately of Simecoe, Ont., has opened up funeral parlors at Vittoria, Ont.

Geo. Thompson of Thompson & Blair, Perth, Ont., died suddenly during the past month.

Geraid & Godin, Ltd., have been registered at Montreal.

H. C. Truscott has withdrawn from the firm of Truscott Bros., Hamilton, Ont.

Plans are being prepared by Toronto architects for a factory building to be erected at Dunnville, Ont., for the Universal Cement Casket Co.

JOINS MAXWELL STEEL VAULT CO.

E. V. Pinckney of Scranton, Pa., associated for many years with Maurice T. Miller in the organization, erection and development of the several plants of the Miller Casket Company of that city, which is one of the largest casket concerns in the United States, has severed his connections with that company and joined the forces of the Maxwell Steel Vault Company of Oneida, N.Y. He will be heavily interested and an active member of the corporation.

Mr. Maxwell, president of the company, feels that the identification of Mr. Pinckney in its management will so round out the organization as to practically relieve Mr. Maxwell of the duties which have heretofore devolved upon him, and with the opportunities now opening will enable the Maxwell company to greatly increase its present large business.

TWELVE THINGS TO REMEMBER

The value of time
The success of perseverance
The pleasure of working
The dignity of simplicity
The worth of character
The power of kindness
The influence of example
The obligation of duty
The wisdom of economy
The virtue of patience
The improvement of talent
The joy of originating

—*Marshall Field.*

AN ONTARIO WOMAN FUNERAL DIRECTOR.

By W. A. Schafer.

One of the few women funeral directors of Ontario and in fact in the Dominion of Canada is Mrs. M. S. Cross of Wiarton, Ont., a fully licensed funeral director and embalmer.

Although there are a few women in the province carrying on their deceased husband's business through a second party, Mrs. Cross is one of the few women taking an active part in the profession.

In a recent interview with the representative of the Furniture World and the Undertaker Mrs. Cross enlightened us in a great many ways in which the profession has to work and with the difficulties encountered by the profession within one hundred and fifty miles of the city of Toronto.

Mrs. Cross's community takes in the town and vicinity of Wiarton up into the peninsula where very scattered is the population, and most of these Indians. Mrs. Cross finds it advisable to keep a hearse and casket wagon at Lion's Head, though only a distance of twenty miles from Wiarton, as it means a great saving of time in bad weather and during the winter season.

Mrs. Cross seems to have quite a large business, but still when we remember that the government allows only twenty dollars for the burial of an Indian, and when she has to go a distance of sometimes seventy miles by road, and in a great many cases row in a boat to some of the islands, the remuneration is not great. We all like to get on the water in the summer, but it isn't all pleasure in the winter, and there is no fortune in it the greater part of the time.

History Of Establishment.

Mrs. Cross has lived in Wiarton for fifty-six years, previous to her marriage to the late M. S. Cross, she was a school teacher in Wiarton. Mrs. Cross has been carrying on the business since 1910 the year of her husbands death. She is assisted in her business by her son-in-law, A. Lewis. Her son is with Messrs. Blachford of Hamilton. Mrs. Cross' equipment is in keeping with her community. She has a chapel in Wiarton, which is a little better than the average.

Mrs. Cross has several grievances re the unprofessional endeavors of a certain undertaker in that section of country which she intends bringing to the notice of the assembly at the coming convention. Mrs. Cross is generous in her praises for certain directors in that district, and seems to be working in perfect harmony with the profession as a whole.

CREDIT TO WHOM CREDIT IS DUE

A Canadian National Association is now in existence. For many years a small group of men have been urging such an organization. The committee who put it over deserve much praise. They are Messrs. W. S. Yule of Swift Current, A. B. Gardiner of Winnipeg, C. N. Greenwood of Stratford, F. W. Matthews of Toronto. There were other men, too, who did herculean work in helping the movement along. We particularize on the above because they were appointed last year to look after this work.

But the men at the foundation who have been pushing the idea in season and out of season for years are two good old friends and respected funeral directors—J. B. McIntyre, St. Catharines, Ont., and F. W. Wallace, Sussex, N.B. Both men are regarded highly in their communities. They have held the highest offices in the gift of their fellow-citizens, both of them having been elected mayor in their respective towns, and at all times have sacrificed themselves and their fortunes for the betterment of their fellowmen, irrespective of race or creed or color.

So we say Good Luck to you two funeral directors. You are a credit to your profession: are respected by your community, and a model for emulation by all our young men entering on their life work.

STRIKE AGAINST OUTLANDISH COSTUME

The hearse drivers of Paris, France, recently declared a strike against wearing the lugubrious costume which has been their livery for unknown decades. The present livery is a curious survival of the coaching days of the end of the eighteenth century, and includes a Napoleonic hat and top boots of immense dimensions. In this, even when he takes luncheon between funerals, the driver complains he is too easily recognized, and often in a cafe men and women superstitiously move away from him.

Now the driver has demanded that instead of the two-cornered Napoleon hat he shall have an ordinary "topper," and that his top boots shall be abolished.

HOUNDS AS MOURNERS

The funeral of William Selby Lowndes, Squire of Whaddon, England, and a well-known figure in the hunting field, took place recently in the churchyard, which overlooks the Chase from which the hounds take their name. When the casket containing the remains had been lowered into the flower-lined grave, the hounds, which has been assembled at the churchyard gate, filed past their last master's resting-place.

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is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

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Can Embalming be Saved?

Written for Canadian Furniture World and Undertaker

By Howard S. Eckels

THE novelty of an idea or a suggestion has an attractiveness out of all proportion to its value." Dr. Nicholas Murray Butler makes this observation in his lecture upon "A Program of Constructive Progress." What he says is as true in the sphere of embalming as it is in the social and economic world. This is especially true where the idea has the label "New" pasted all over it.

Dr. Butler continues: "Men like the new, the unfamiliar, the untried. Yet the fact that an idea or a suggestion is new sheds no light whatever upon its value or its truth.

"John Bright used to say that the first instinct of an Englishman on hearing a new idea was to 'eave 'arf a brick at it.

"That is not safe or wise attitude for a civilized people to take toward new ideas. It is better to welcome them, to treat them with sympathy and to take from them whatever of value and helpfulness they contain. The important thing is not whether an idea is new, but whether it is TRUE. Novelty and truth have absolutely no relation to each other."

Certainly, on my past record I may be acquitted of any indictment charging me with being unprogressive. Indeed, if there is any one assertion which has been made regarding me by my detractors, it is that I usually have been too far ahead of the procession.

Be that it may, the thoughts which Dr. Butler so recently expressed are but a reflection of the attitude I have borne towards vein injection. As far back as the early '90's, when it was relatively new and at a time when modern embalming was in dire need of anything of a constructive nature, I examined this process, or perhaps I would better say this theory, with a very great deal of care.

Frankly, I could see absolutely nothing of value in it and much that was detrimental even the light of my own and the profession's then experience and knowledge of the subject.

As the years wore on and I became associated with Chas. A. Genung and with him lectured in every State in the Union, we again jointly made a pretty thorough investigation of the possibility of utilizing the veins for the distribution of fluid.

Again let me claim that I never have been unprogressive and I believe that I can assert with equal positiveness that Mr. Genung never has been. Between us and by our united study and endeavor, we gave the profession the method which today is almost universally practiced.

Mr. Genung, however, then differed and perhaps still differs from me in one respect:

I believe that if a thing is right and based on a sufficient foundation, it should be followed but that if the basis is not sound no amplifications or utilizations of the method can be.

More utilitarian in his professional work, Mr. Genung did preceive one value in vein injection:

He realized that it was absolutely detrimental if the slightest reflushing of the face was caused by it. One of the best points of our method is that by it the dreaded reflushing is avoided. He also knew that by the vein method no adequate distribution of the blood through the tissues of the body could be obtained, but in our many talks on the subject he used to call vein injection the "Lazy Man's Last Hope" because, as he then said and afterwards wrote, in his section of "The Practical Embalmer and Eckles-Genung Method," which was jointly written and produced by us, that where no blood was drained except such as naturally passed out, it might be well to inject a little fluid into the venous circulation as an additional guarantee that the BLOOD LEFT IN MASS IN THE VENA CAVA AND OTHER DEEP SEATED VESSELS BE MORE THOROUGHLY DISINFECTED.

Of course in every well embalmed body an abundance of fluid reaches the veins in every part of the circulation and disinfects the blood which is not drained out of the veins during the progress of embalming as every embalmer well knows who has observed that by the time a half gallon of fluid is injected into the arteries the blood flowing from the veins is mixed with fluid. But, as Mr. Genung so aptly said, if a man is too lazy to draw blood he is too ignorant to secure thorough capillary circulation and too indifferent to care what the body looks like and therefore he might as well reflush the face and waste fluid in the veins as not.

The vein injection theory, as a general habit, however, involves not scientific reform, but scientific revolution. It is the name of a definite professional policy which rests upon certain pseudo-scientific assumptions, all of which has been proven to be false and which proceed to very drastic and far-reached conclusions, all of which are in flat contradiction to past experience, present knowledge and future faith.

How thoroughly Nature and science refute these half-baked theories, no one not himself blinded by either commercial greed or by ignorance can be in any doubt. The lessons which Nature teaches us on the subject are conclusive. But for the self deception of many otherwise good embalmers, the vein injection theory could not possibly have made any progress at all.

Many embalmers on encountering difficulties either become panic-stricken or careless and excuse their failure by asserting that it was not possible to get arterial circulation.

This always is untrue. It always is possible to get arterial circulation because obviously a person lived until he died and if he lived until he died he lived because there was arterial circulation and he could not possibly have lived without it. If, therefore, there was arterial circulation up to the moment of death—and there must have been—it is obvious that a few hours after death will make no change in the body, which would interfere with the circulation of a good embalming fluid properly injected through proper arterial tubes, properly inserted.

SLATE GRAVE COVERS AND VAULTS

The Structural Slate Co., of Pen Argyle, Pa., are publishing a series of booklets on the uses of structural slate. The latest of the series is one on "Structural slate grave covers, vaults and mausoleum crypts." The use of slate slabs for burial purposes goes back over a period of 2,500 years, says this article. There are two types of slate grave vaults, the plain and the grooved and bolted. These are illustrated and described in the booklet, drawings also being shown of slate mortuary slabs and slate crypts for mausoleums. Tables of dimensions and weights accompany every drawing, so that funeral directors may at a glance see what this company has to offer.

Mr. and Mrs. John Snow and Mr. J. R. Snow motored to Middle Misquodoboit, N.S., to attend that town's annual exhibition last month.

Undertakers Shipping Directory

ONTARIO

Aylmer—
Pierce & Co.
ie—
W. D. Middikin.

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.
Williams & Cann.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Chatham—
A. L. Jahnke.

Dungannon —
Sproul, William

Elmira—
Chris. Dreisinger.

Fergus—
Geo. B. Thomson. Office phone, 194. Residence phone 209.

Hamilton—
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler, proprietor

Kingston—
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Midland—
A. Barrie.

Mount Forest—
Walsh & Weston.

North Bay—
F. J. Martyn.
Wagar Furniture Co. Ltd.

Orillia—
Mundell, J. A. Phone 126
150 Mississaga St

Ottawa—
Geo. B. Burney, formerly of Rogers & Burney, 338 Somerset St., Phone, Queen 81.
Geo. B. Burney, H. B. Burney.

Oshawa—
Luke Burial Co.
D. W. Dalton, Motor Equipment.
Disney Undertaking Co.

Owen Sound—
R. A. Breckenridge.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.
P. R. Williams & Sons.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Downs & Fleming.

Toronto—
Cobbledick, N. B.
1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
The Fleury Burial Co.
685 Queen St. E.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Walkerville—
A. Norris & Son.

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Whitby—
Nicholson & Seldon.

Windsor—
A. Norris & Son.
J. A. Oates.

Woodstock—
Paul Bedford.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

ALBERTA

Banff—
Jas. A. Reid
346 Otter Street.
P.O. Box 53. Phone 99.

QUEBEC

Montreal—
Geo. Vaudelac, 1329-1332 Rue Cadieux and 68-70 Rue Rachel. Phone. St. Louis 1203.
Tees & Co.,
912 St. Catherine St. W.

NEW BRUNSWICK

Moncton—
Tuttle Bros.,
171 Lutz St.

St. John
P. J. Fitzpatrick,
98 Waterloo St.

The Canadian Dollar Is Worth 100 Cents

At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

H. S. ECKELS & CO'S CANADIAN LABORATORIES

Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.

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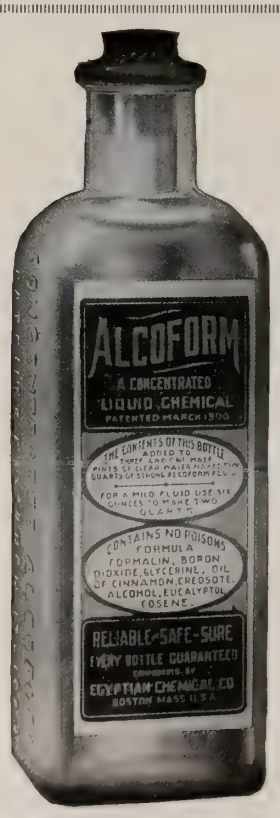
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The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

WANTED—To buy half interest in furniture and undertaking, or undertaking business. Must be old established and doing good business. Apply Box 126, Can. Furniture World, 51 Wellington St., W., Toronto. 9-2

POSITION WANTED—Qualified embalmer and funeral director, twenty-four years old, height 5 ft., 9 in., single. Can drive motor. Have had eighteen months' experience with a reliable firm. Can furnish references. Apply Box ——, Canadian Furniture World 51 Wellington St., W., Toronto. 10-1.

FOR SALE.—1 Hearse with extra set of wheels and sleights; 1 Casket Wagon with set of bob sleighs. Worth $1,500; to close an estate, will sell for $800. Also 1 Church Truck, 1 Grip with Instruments, 1 Cooling Board, 1 Black and Silver Candelabra. Estate of the late R. J. Porte, Picton, Ont. 10-1.

WANTED—Traveller to carry line of walnut dining room and bedroom furniture on commission basis in Manitoba and Saskatchewan. Apply to Box 129, Canadian Furniture World, 51 Wellington St. W., Toronto. 10-1.



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit; buy Canadian springs

James Steele, Limited
Guelph, Canada

STANDING PAT

25 + 18 = 43

18 Years Ago We Made These Statements:

Sunnyside, March and April, 1903

"The Champion Chemical Company is alive to the Embalmers Needs."

"We hear talk now and then about "something new," some "wonderful discovery" in the fluid line that, it is claimed (by the originators) will *revolutionize modern embalming methods."*

"We have at our command the best chemists in the world. We keep ourselves fully informed upon every phase of the question. If there were anything lacking—if there were an omission of a single chemical—if the proportions were not just right—Champion Fluid would be made to conform to the new standard."

"We have made Champion Fluid for a Quarter of a Century."

"There is not a single case that comes under an embalmer's care that cannot be successfully embalmed by the use of CHAMPION FLUID. Its efficiency has been demonstrated for more than twenty-five years. If CHAMPION FLUID has not given satisfaction—if it has failed to work—if the best embalmers in the world had been afraid to trust their professional reputation to it—then CHAMPION FLUID would not be on the market now."

Eighteen years ago we could prove these claims.

After 43 years we continue to *stand* back of our statements.

We can do this fearlessly because our fluid has ever been the

CHAMPION FLUID OF CANADA

Order a case to-day.

The Champion Chemical Company

Dr. G. W. Ferguson, Canadian Manager, 38 Leuty Ave., Kew Beach, Toronto

Canadian Manufacturing Plant, Windsor



To The Trade

THE members of the Home Furnishings Bureau are pleased to announce that the organization is now incorporated, and that another "Better Furnished Homes" Campaign will be conducted this Fall.

Leading newspapers throughout Canada will be used.

It is our desire that you do everything possible to co-operate with us in making the campaign a success. You can greatly help by keeping your windows attractively trimmed and your store displays inviting and home-like.

The above seal will be found on the stationery, literature and advertising of the members of the Bureau who are co-operating in this Campaign to build up the Furniture Industry by educating the public to take a greater interest in the furnishing of their homes.

Watch for this seal: You will find behind it a spirit of progressiveness and co-operation.

The Home Furnishings Bureau

(Incorporated 1921)

Bank of Hamilton Annex

TORONTO

Vol. XI., No. 11

Published by The Commercial Press, Limited
51 Wellington West, Toronto

NOVEMBER, 1921

The Canadian FURNITURE WORLD

AND THE UNDERTAKER

In this Issue

ARE YOU READY FOR CHRISTMAS SELLING?

A FURNITURE STORE'S WINDOW WEDDING

MANY SALES HELPS USED THIS FALL BY CANADIAN DEALERS

SELLING BETTER FURNITURE TO FARMERS

PROSPECTS FOR WINTER BUSINESS

SHOPPERS' EXPOSITION AT WINNIPEG

Toronto, November, 1921



Elegant Furniture *of* Unfailing Quality

While beauty of coverings and design play a large part in the success of "Sterling" Upholstered Furniture it is never forgotten by dealers who handle it that it is upon the genuine out and out quality of each piece that they place their confidence. We, the manufacturers, know that it is upon the upholding of this high quality that our success and reputation depends.

The dealer who sells his customer "Sterling" Furniture is doing his utmost to give satisfaction in every way.

Sterling Furniture

Our aim is to make goods up to the standard our trade-mark implies—"Sterling" in every respect

W. J. ARMSTRONG, LIMITED - GUELPH, ONTARIO

STRATFORD FURNITURE

The Kroehler DAVEN-O



The Kroehler Daven-o solves the problem of accomodation for very many people. During the day it is an attractive and comfortable piece of furniture, and at night it can be made into a full length bed. This is a line that every dealer can carry to great advantage, because there is already a demand which is being increased by our wide advertising.

The Kroehler Daven-o is a quality production which will satisfy you and your patrons in every respect.

Decide to stock it now.

THE KINDEL BED COMPANY, LIMITED
STRATFORD -:- ONTARIO

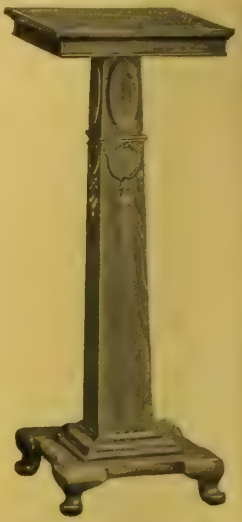
STRATFORD FURNITURE



No. 8804—Writing Desk
Walnut



No. 9005—Folding Card Table
Quartered Oak and Mahogany



No. 6705—Pedestal
Quartered Oak, Mahogany and Walnut

Seasonable

At this time of the year especially, dealers naturally turn to McLagan Furniture when ordering, because the quality of this line is ever dependable.

The gift pieces shown here are particularly seasonable, and dealers have a very wide range to choose from to meet the requirements of their particular trade.



The McLagan Fur

STRATFORD



No. 7636—Console Table. No. 7637—Console Mirror
Quartered Oak and Walnut, Satin Finish



No. 8802—Writing Desk
Quartered Oak and Mahogany



No. 6400—Jardiniere Stand
Mahogany or Walnut

STRATFORD FURNITURE



No. 9214—Table and Tray
Quartered Oak and Mahogany



No. 9216—Table and Tray
Walnut



No. 9200—Telephone Stand
Quartered Oak, Mahogany
or Walnut.

Gift Pieces

The line that has a steady sale all the year round, is the one that can be depended upon to bring good business during the Christmas season.
The maintenance of high quality at all times, helps to establish a reputation for the dealer. This is particularly true at this season when there are more buyers and more visitors to your store.



iture Co., Limited

ONTARIO

MEMBER HOME FURNISHINGS BUREAU, INC. 1921.
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS.
TRADE MARK REGISTERED.



No. 9006—Folding Card Table
Quartered Oak, Mahogany, and Walnut



No. 7608—Console Table, No. 7607—Console Mirror
Walnut

STRATFORD FURNITURE

Globe-Wernicke





The King of Bookcases

Globe-Wernicke Bookcases have been developed in the World's greatest Factory of its kind by men who are familiar with their every requirement. The result is that **Globe-Wernicke** Bookcases have been brought to the highest state of both mechanical and artistic perfection. Proper harmony with any furnishing theme will be found in many designs and wood tones available.

No bookcase is so well known because none has had so much honest, forceful, widespread advertising devoted to it both with trade and public. In every way **Globe-Wernicke** is the "King of Bookcases" easily dominating the Bookcase Trade.



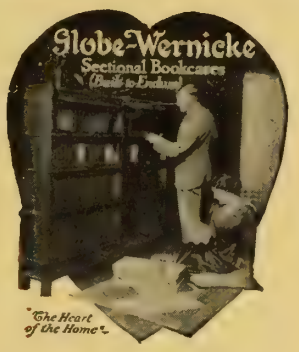


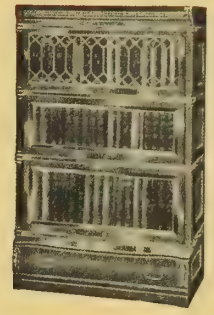
The Globe-Wernicke Co. Ltd.

Stratford - Ontario

STRATFORD FURNITURE

Globe-Wernicke





The Prince of Gifts

Each year a greater proportion of Christmas giving is devoted to home furnishing, and no article of furniture is more ideally adapted to this purpose than the Globe-Wernicke Bookcase. Well matched to the princely spirit of Christmas giving is the princely character of Globe-Wernicke Bookcases, associated as they are with all that is best in home life, growing as the library expands, enduring as long as the home lasts.

Protect Yourself By Ordering Now

We are anxious that no dealer should be disappointed in having his season's needs supplied, and because of the big demand upon our stocks, immediate ordering is necessary to be sure of having the selection you want at the time you want it. Co-operation in ordering your Globe-Wernicke Bookcases *now* will avoid delays and possible loss of trade.





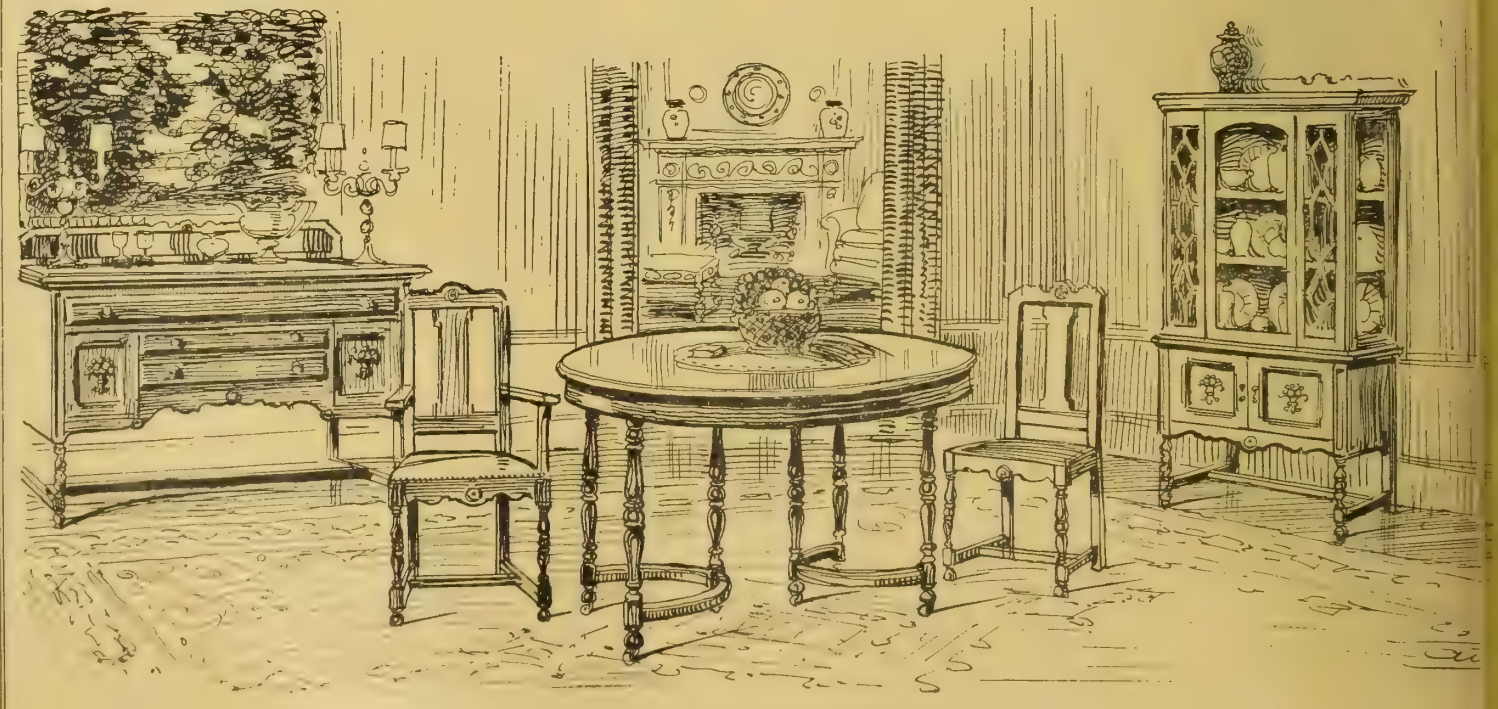
The Globe-Wernicke Co. Ltd.

Stratford - Ontario

STRATFORD FURNITURE

Of Tested and

Below is shown an illustration of one of the popular Stratford Chair Suites. This illustration is being used in the Home Furnishings Bureau advertisements which are reaching prospective buyers in all parts of the country. Such wide publicity cannot fail to create a demand for this line of furniture and every dealer should take full advantage of it by featuring Stratford Chair Furniture on his floor and in his window.



No. 686 Suite,—Plain Oak, Old English Finish.

STRATFORD FURNITURE

Proven Quality

Dealers as a rule are finding that the attitude of their customers is changing. They are becoming more critical and are keener appraisers of value and style than they were some months ago. It naturally follows that the line of furniture that can stand the test of a critical examination is the one that will sell best. Furniture men cannot afford to carry lines that do not sell, and they in turn are becoming more critical of their purchases.

The steady demand for Stratford Chair Furnture shows that dealers find the results to their satisfaction, and the manufacturers are continually striving to keep up our standard, on which to a great degree, the success of the line depends.

Carry productions that have a reputation for quality and for being good sellers. Make your outlay work for you to the greatest extent.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

On request further particulars and prices will be sent to any dealer interested.

THE STRATFORD CHAIR COMPANY

STRATFORD - ONTARIO

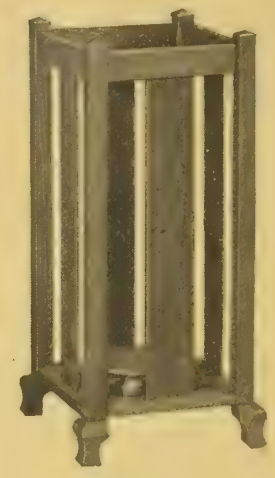
STRATFORD FURNITURE

Christmas Gift Pieces

A display of these lighter pieces of furniture, which are particularly suitable as gifts, cannot fail to bring excellent returns at the Christmas season. It will pay you well to decide now on the articles you will require for your particular trade.

Do not delay longer.

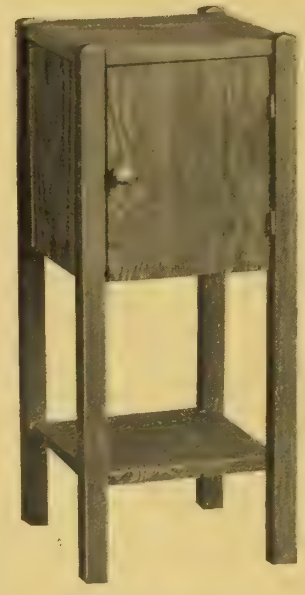
The Stratford Manufacturing Co.
Limited
STRATFORD ONTARIO



No. 100
Umbrella Stand



No. 89 Bookcase



No. 95 Smoker's Stand



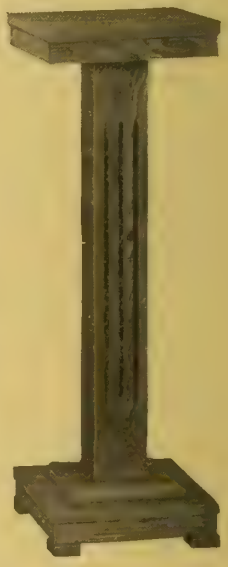
No. 222
Work
Basket



No. 97
Smoker's
Stand



No. 228
Smoker's Stand
Can be used as pedestal without tray if desired.



No. 227
Pedestal



No. 90
Children's Desk
Made in Solid Oak



No. 79
Children's Chair
Made in Solid Oak



No. 58 Kindergarten Set

STRATFORD FURNITURE



The World's Easiest Easy Chair

THE ROYAL

"Push the Button and the Back Reclines"

Dealers should delay no longer in placing their orders in anticipation of Christmas business.

Deliveries can be made immediately. Our national advertising will help you get customers.

An idea of the beauty and comfort of "ROYAL" Easy Chairs can be gained from the illustrations which show two designs from this very complete line.

The best quality materials are used in their manufacture, and our travellers will show you samples of the attractive coverings.

Feature "ROYAL" Easy Chairs this Christmas. You'll be well pleased with the results.



THE

Farquharson, Gifford

COMPANY

Stratford, Ontario

STRATFORD FURNITURE

Reed Furniture for the Christmas Trade



Every dealer should make sure that he can meet the requirements for Genuine Reed Furniture. During the Christmas season the demand will be increased.

We are making an earnest effort to meet your requirements and give you the service you require.

THE IMPERIAL RATTAN COMPANY, LIMITED
STRATFORD - ONTARIO

ADVERTISING THAT PAYS

WANT ADS BRING RESULTS

2 cents per word per insertion

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

The Commercial Press, Ltd., 51 Wellington W., Toronto

Queen Anne Design

in

Solid Walnut

and

Solid Mahogany



No. 118 Dresser
Top. 23x48 Mirror 30x36



No. 118
Chiffonier
Top 21x38
Mirror 20x24

The illustrations of Jacques furniture shown on this page are being used by the Home Furnishings Bureau in their consumer campaign. By this means a demand will undoubtedly be created of which furniture men should take full advantage. The excellent designing and superior workmanship as well as the high quality materials of each piece are consistent standards maintained in Jacques furniture. Start your Spring selling right by featuring a Jacques suite.



No. 118 Bed
Head 51" Slat 54"



No. 118
Dressing
Table
Top. 21x48
Mirror
20x46

THE JACQUES FURNITURE COMPANY, LIMITED

KITCHENER - ONTARIO

ARISTOCRAT *and* WELLWORTH MATTRESSES *are* GUARANTEED

When your customers buy an Aristocrat or Wellworth Mattress our guarantee means a very great deal to them. It means that we, the manufacturers, stand absolutely behind our goods, and they can be assured of the high quality of the material in the mattress that they cannot examine for themselves. Only 100 per cent. Pure Java Kapok is used in these mattresses, and the cover is a good grade of art sateen.

When properly displayed, the Aristocrat and Wellworth cannot fail to be good sellers. We have also other grades of mattresses with which we can meet your requirements.

Builders of the Hygienic Mattress

THE STANDARD BEDDING COMPANY

27-29 DAVIES AVENUE - TORONTO, ONTARIO



No. 985—Buffet.

THE buffet shown above is from our new popular priced line, which on account of its value and quality, is steadily building a reputation for itself.

With this new line we are following the same policy as in the manufacture of our more expensive furniture; true values, beauty of design and workmanship of the highest order.

Dealers who have not received our new loose leaf catalogue with the photogravure illustrations, should drop us a card. As our new designs are sent out special sheets are issued so that a complete catalogue is always at hand.

Andrew Malcolm Furniture Co., Limited

KINCARDINE - ONTARIO

DINING ROOM FURNITURE

Our bedroom furniture has been on the market for a considerable time and has built up a splendid reputation for itself. We can assure dealers who have been handling it with success that they will not be disappointed in the quality and selling power of the dining room furniture which we are now producing.

We have chosen a suite in the period of Louis XVI in walnut only, as our first production, and very soon we will have other suites in the popular periods ready for the trade. Blueprints are ready now. Art Furniture has proved itself to be a builder of good business for the dealer, because it possesses all the desirable qualities demanded by present day conditions.

ART FURNITURE CO., LIMITED

KITCHENER - ONTARIO

Diningroom Furniture With An Instant Appeal

The Beaver Line



The first glance your customer takes at a suite usually has more to do with a sale than would at first appear. If the impression is good, a great selling difficulty is overcome. Beaver Diningroom Furniture not only creates a very favorable impression when first observed, but its beauty of construction and excellent manufacture are disclosed on further examination. That is why Beaver Furniture sells well.

Our Solid Walnut and Quartercut Oak Diningroom Suites are moderately priced, and are sellers that gratify the dealer. Prices will be sent on request.

The Beaver Furniture Company, Limited

Kitchener -:- Ontario



No. 520

Buy what you can sell

A dealer cannot afford to buy what he cannot sell, but we know that M & H Furniture sells, because dealers continue to buy it.

The quality and beauty of each piece are eloquent though silent salesmen, and when your customers carefully examine M & H Furniture--not merely look at it--they appreciate more fully the value that they receive.

When properly displayed our productions never fail to bring gratifying returns to the dealer.

A line from you will bring full particulars promptly.

MALCOLM & HILL, LIMITED

Head Office
KITCHENER

Branch Factory
LISTOWEL

The Gendron Manufacturing Co., Limited

Makers of Children's Vehicles



Offer for the coming season a line of

Prams
Strollers
Carriages

Unequaled in style, quality or finish.

We would ask intending purchasers to see this line. Travellers now on the road. Sample room 137 Duchess St.

The Gendron Mfg. Co., Limited, Toronto

BEAUTY
SERVICE
COMFORT
VALUE



G Tapestry. Armchair or Rocker $36.00. Chesterfield $67.00.
Chesterfield 84 in. long: 34 in. high: 35 in. deep.

In order to give all round satisfaction—that is, to the manufacturer, dealer and customer alike—upholstered furniture must possess these four qualities; Beauty, Service, Comfort, Value.

Specialty Furniture can lay claim to these four and many more. They have built a splendid reputation for this line, in proof of which we can assuredly say "Specialty Furniture sells and satisfies".

SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO

MERCHANTS who are selling really fine furniture have learned to rely upon Krug productions—with the Krug reputation behind them.

The majority of your customers appreciate and admire such exquisite furniture, and it is the wise dealer who cultivates this trade. Not only does he derive financial returns but his reputation as a dealer is greatly enhanced.



MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

The H. Krug Furniture Co., Limited

Kitchener, Ontario



As more attention is given to house furnishings at this season of the year than at any other time, every dealer should make a point of displaying upholstered furniture. With a little effort it is a ready seller. Especially is this so when Glady furniture is featured. High quality and splendid workmanship are apparent in every piece.

A salesman does not wish to, and does not have time to force a sale on a customer, but with Glady furniture this is needless—it catches the customer's eye immediately.

H. W. GLADY UPHOLSTERING COMPANY

Corner Union & Herbert Streets. Phone 400
WATERLOO :: ONTARIO

Even in Doll's Carriages—Why not the best



No. 71 Price $7.20

Please compare these patterns and prices not with those listed at $2.00 and $3.00 but rather those listed at $10. and $12.



No. 72 Price $8.25

These prices hold as long as the stock lasts. They cannot be produced at this price at present.

C. H. HARTSHORN, Kitchener, Ont.

Send your orders to Gem Crib and Cradle Co., Kitchener Ont.
Our Selling Agents



No. 740 Costumiere

Gift Suggestions

From The Meaford Line

At this season of the year your customers' interest lies in the direction of Christmas presents and it is advisable to stock articles of furniture that are suitable as gifts.

The illustrations show a few suggestions from our extensive line of gift pieces. They are built to conform in every way with the Meaford standard of quality.

In order to derive as much benefit as is possible from this busy season, your order should be placed at once. Send it in now.

Meaford Manufacturing Co.
LIMITED

Meaford, Ontario



No. 141 Pedestal



No. 149 Pedestal



No. 118 Table

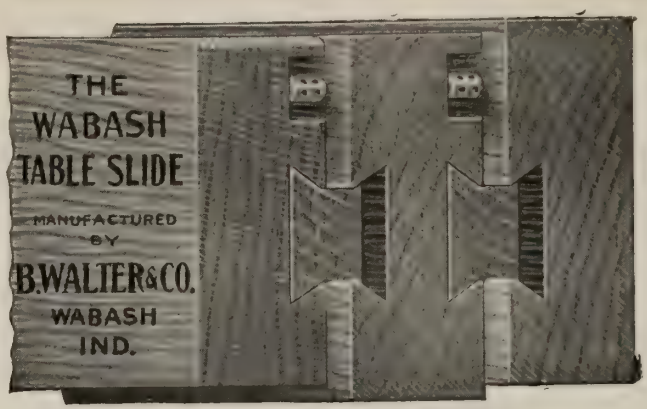


No. 143 Pedestal

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

HAVE YOU LOOKED INTO MATTHEWS MIRRORS?

THEY REFLECT PLEASED CUSTOMERS

See our new framed line.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA



Have you written yet about our special gross lot offer?

PEERLESS
FOLDING TABLE

Is a Necessity

The Peerless Folding Table is such a handy piece of furniture that in a great many homes it is an absolute necessity.
The innumerable occasions on which it can be used; the ease with which it can be handled and stored away; its strength and serviceability all help to make it indispensable.
It well repays the dealer who displays it in his store. It is a business builder. Order now for your Christmas trade.

Hourd & Co., Limited Sole Licensees and Manufacturers DEPT. W LONDON

CHESTERFIELDS
CHAIRS
COUCHES

A "Super Upholstered" Line that merits and receives the appreciation of progressive dealers and their customers.

Let us send you further particulars about this attractive line of furniture.

Grand River Upholstering Co. : Galt, Ont.

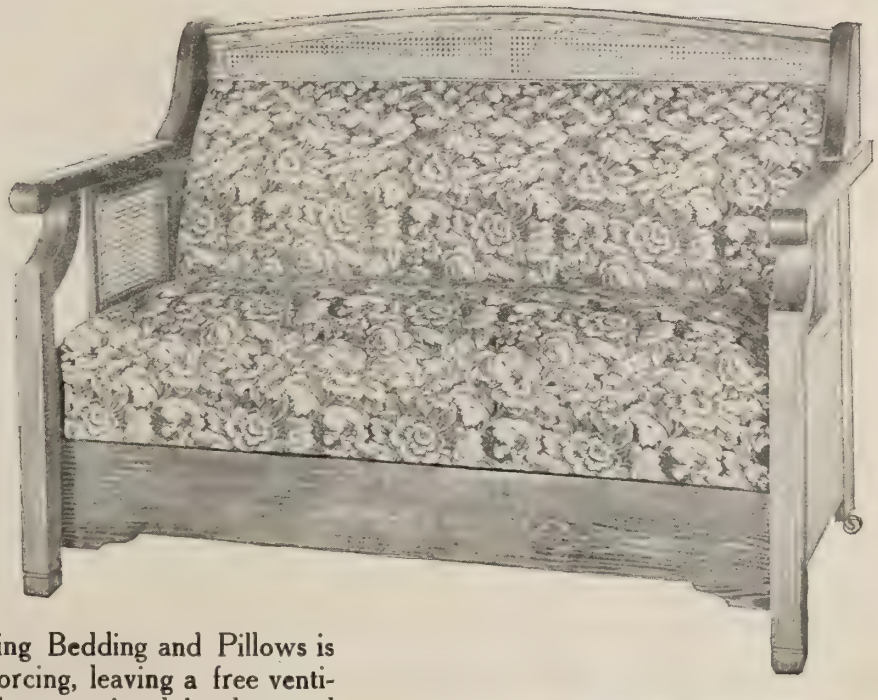
GOLD MEDAL LINE

A Real Bed---Not a Makeshift

The splendid and simple construction of the

Gold Medal Divanette

is swinging the popularity of this very useful piece of furniture towards the Gold Medal make. It possesses so many features of practical use not found in other styles that when once demonstrated to a prospective buyer the sale is easily closed.



All the space required for storing Bedding and Pillows is provided without crushing or forcing, leaving a free ventilation throughout that is readily appreciated by the good housewife. We have a number of different designs of frames with chairs to match as shown in our new catalog. Made in soft spring cushion seat effect makes it very desirable for Living Room use. Oak, Walnut or Mahogany.



Suite No. 827

GUARANTEED GOLD MEDAL PRODUCTS

If you have not received a copy of our new Catalog and Price List write to us for a copy.



The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE WINNIPEG

THE GOLD MEDAL BEDDING CO., LIMITED, MONTREAL

Kapok *and* Felt Mattresses

Keep up your sales by showing up-to-date productions.

While the quality of our Kapok and Felt Mattresses remains as high as ever, our selection of coverings is wider than heretofore. The varied choice of beautiful and serviceable Ribbon Tickings now open to dealers, should encourage many to feature Felt and Kapok Mattresses more than ever. The demand for mattresses is steady, and dealers who push this line are well repaid.

The Canadian Feather and Mattress Co., Limited

TORONTO and OTTAWA

LAST CALL FOR CHRISTMAS!

Doll Carriage Buying
cannot be longer delayed

The one sure bet in business today is Christmas. The children will have their toys regardless of business generally. Do you want the profit on the the doll carriages to be sold in your community? You must decide NOW! Never before was toy buying put off so long. Never before were factories less prepared for such a stampede of eleventh hour buying as is unavoidable this year.
Our Wheeled Goods Catalogue has just been distributed; look it over and mail order to-day. If you did not receive your copy a postcard will bring one to you.

A Complete Line

Little carriages for the tiny tots. Great big miniature baby carriages that will accommodate the extra large dolls again in the market. Carriages in reed, fibre, wood and combination effects. Prices which will appeal to any pocketbook.

A Totally Different Line

These carriages are made by the same skilled workmen using the same superior methods and material we employ to produce the famous Sidway Baby Vehicles. You have never seen doll carriages with a finish such as we put on this line. Designed and finished to catch the eye of the children and the appreciation of the parent.

Yet the Price Compares Favorably with the Ordinary Kind

If you want to offer the most attractively designed, the best finished and reasonably priced line of doll carriages ever displayed in your locality, send your order to-day to

Sidway Mercantile Company

864 Dufferin Street **Toronto, Ontario**



No. 511—Centre Table
Red Gum, 26 x 26



No. 688—Smoker's
Stand, Oak.



No. 497—Smoker's
Stand, Oak or
Maple.



No. 496—Smoker's
Stand, Oak or
Maple.

HOLIDAY LINE

A LARGE ONE AND READY TO SHIP

Ask Our Travelling Salesmen

ORDER NOW TO ENABLE US TO REPEAT
BATCHES IN TIME FOR THIS TRADE.

THE KNECHTEL
FURNITURE ©.
LIMITED

HANOVER, ONT.



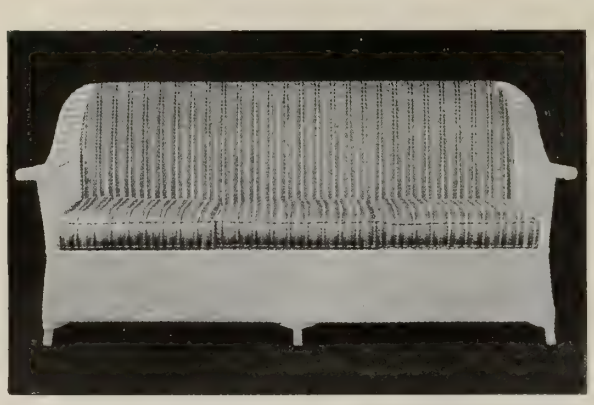
No. 495—Library Table 24 x 44, Red Gum

LLOYD *LOOM WOVEN* FURNITURE











WE are ready to announce to the dealers, whose Baby Carriage trade we have enjoyed so much, that we are now bringing out a line of Wicker Furniture which will rank even higher in the Furniture world than do our Baby Carriages in their line. The same care in the selection of raw materials; the same high grade of workmanship and the same perfection of weave enters into our Furniture as it does into our Baby Carriages. And the same *better* merchandise for *less* cost to everybody will also feature our Furniture. This is made possible by the inventive genius of Mr. Lloyd, whose mechanical genius has decreased our labor costs. We submit some of our new furniture samples above.

THE LLOYD MANUFACTURING CO.

ORILLIA HEYWOOD—WAKEFIELD COMPANY **ONTARIO**

THE LIPPERT FURNITURE COMPANY, LIMITED

Period Diningroom Furniture

KITCHENER ONTARIO CANADA



NO. 2041—46" X 58" X 72"



NO. 2041A



NO. 2041
HEIGHT 61"
WIDTH 42"
DEPTH 15"



NO. 2041



NO. 2041—HEIGHT 46"
WIDTH 60"
DEPTH 22"



NO. 2041—HEIGHT 39"
WIDTH 40"
DEPTH 20"

Worth While Extension Tables

The "20th Century" *Line*



No. 807

It is soon recognized by furniture dealers that, in order to give their customers the greatest satisfaction, they must purchase from the manufacturer best equipped to supply their wants. Being specialists in the manufacture of extension tables of fine quality and value, we can supply them at specialist prices.

This means a lot to the dealer—he gets an article of the very highest standard in every way at a price that is acceptable to him.

We manufacture extension tables in all periods as well as regular colonial designs.

The Chesley Furniture Co., Limited

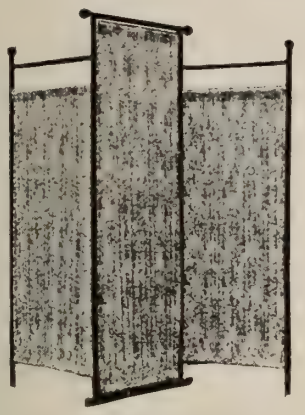
CHESLEY - ONTARIO

OTTERVILLE - ONTARIO

Are you prepared to meet the demand of your customers for

Christmas Goods

A selection of our Christmas Specialties in your store will be appreciated by your customers—and bring you profit.



No. 40 Screen



No. S18 Jardiniere Stand



No. S19 Jardiniere Stand



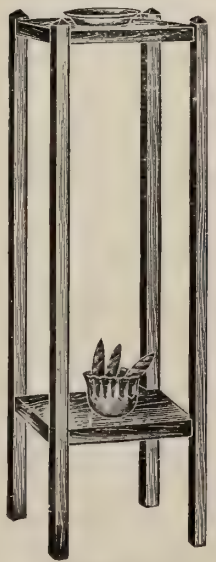
No. 85 Screen

Attractive articles are always appreciated—Ours are attractive—Try a sample order—They will please you.

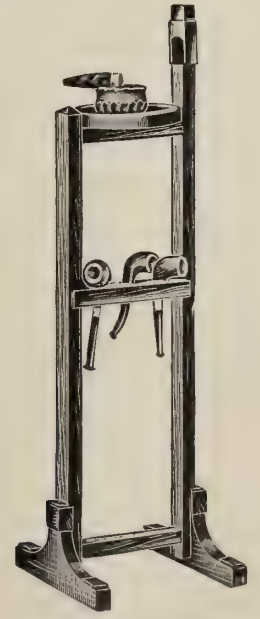
We suggest—**Screens, Round and Square Rod—Smokers Stands—Folding Chairs and Card Tables—Folding Book Stands—Jardiniere Stands—Invalids' Bedside Tables—Bed Trays and Back Rests.**



S14 Smoker



S17 Smoker



S16 Smoker



S15 Smoker

Otterville Manufacturing Company, Limited

OTTERVILLE :-: ONTARIO



No. 600 SPANISH BEDROOM SUITE

The No. 600 Spanish Bedroom Suite illustrated above is well adapted for the furnishing of Canadian homes. It is made of nicely selected Walnut and the dull wax finish adds greatly to its beauty. All drawer interiors are made of solid Mahogany and are oil finished.

We will gladly send you illustrations and prices of this suite on request.

ANTHES-BAETZ FURNITURE COMPANY LIMITED

DINING ROOM AND CHAMBER FURNITURE

KITCHENER, CANADA

ASSOCIATED WITH
BAETZ BROS. FURNITURE CO., LIMITED
LIVING ROOM FURNITURE

ASSOCIATED WITH
BAETZ BROS. SPECIALTY CO., LIMITED
PORTABLE LAMPS, SILK LAMP SHADES

Note from House & Garden Trade Bulletin for December.

"The Spanish craze continues in New York unabated, not only in fashions for dress, shawls, fans, and scarfs—but in room decoration, especially for college students. Red and yellow is a favorite combination for gay luncheons and teas, an effect easily achieved by the use of ribbons and colored candles. A Spanish dinner in costume with Spanish food and table decorations is already a season's fad. The dresses may be of silk and lace or cotton and net, copying Carmen, the cigarette girl, or some proud Valasquez lady. Shop windows decorated in Spanish colors and outfitted with costume detail, even a table set for tea, all yellow and red, is a New York sensation."

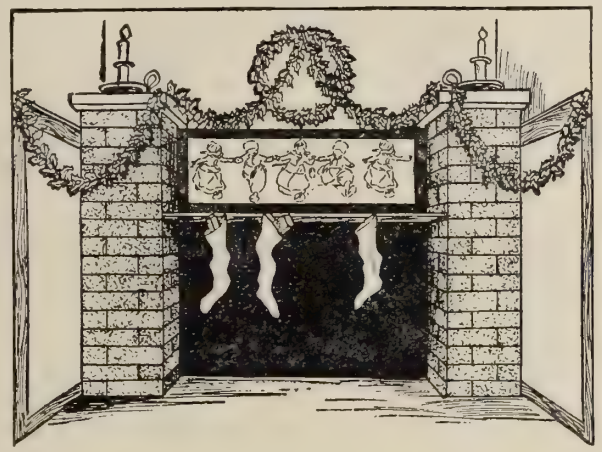
ARE YOU READY FOR CHRISTMAS SELLING?

Now is time for dealers to plan sales—Emphasize furniture as gift line—Good selection and good display necessary—Suggestion letters a big help—Show the goods early—Some suggestive aids.

WITH Christmas only a few weeks away, furniture dealers should by now havae completed their plans for this season of seasons. They should now have ascertained what is needed to complete and round out their stocks for this gift season. The need of the dealer buying and planning early is being more and more emphasized each year, as people of recent years do not seem to be leaving their Christmas shopping off as late in the season as has been the case formerly.

Wise customers have learned that it is the "early bird that gets the worm." It is the early buyers that have the largest selection from which to choose, they are given more attention from the clerks and they have more time in which to choose what they want.

Each year, furniture dealers tell us, the number of early Christmas buyers seems to increase, although there are the usual throng of people, and there always will be such who wait until the very last moment to do their buying, only to find, perhaps, that the selection is small, the best articles have been chosen, and with a limited time only left in which to make their purchases, they are forced to buy what does no treally suit them. These things have had the effect of bringing on the Christmas buying season earlier in the year, and in view of the extent to which gifts are now given at this festive season dealers are finding it necessary to make preparations early and be ready when the first Christmas shoppers appear on the scene to look at your goods.



An early Christmas display always attracts.

Dealers Should Make Selections Early

The same thing applies in the case of buying on the part of the furniture dealer himself. The manufacturers certainly have not unlimited stocks from which to choose, and particularly so as regards odd lines and individual pieces suitable for gift purposes. Dealers should, therefore, not leave off placing their buying until a late date, and then expect that their wants can be supplied without fail at short notice. There are other good reasons why furniture dealers should not leave off too late buying their Christmas stocks. It may not be possible at this late date for manufacturers to fill all their orders promptly or even at all, and disappointment at such a time means not only the loss of sales, but possibly disappointed customers as well, who next time will either buy earlier or more probably go elsewhere where they can be sure of being accommodated.

Furniture cannot be packed, shipped and placed on exhibition in the store, or in the show window, in a brief space of time. Some lines of less bulky Christmas goods, such as are sold by other merchants are easily packed and shipped, almost, in fact, at a moment's notice. Furniture is different. It is not one of those lines that cana be easily handled, and while manufacturers are only too glad to oblige a late buyer with a rush order, it is not always possible to get the goods through just when they are most wanted.

Exhibit Christmas Lines Early

Delays and other unforseen things are liable to occur at such a time. Delays are apt to occur through the railways, and the later in the season the more so, possibly just long enough to spoil a sale or perhaps disappoint waiting customers. Better have your furniture on exhibition a week ahead of time in your store, than on exhibition somewhere in a freight car along the line. There is therefore, every reason why furniture dealers shoul dplan for their requirements for the Christmas season in plenty of time to insure delivery at the right time, saying nothing about getting the best choice of the goods that the manufacturers have to offer.

That furniture is being given more each year for gift purposes makes the Christmas season of growing importance to the furniture dealer. No up-to-date furniture dealer can afford to overlook the possibilities for profit-making at this time. Progressive dealers agree that Christmas to-day offers splendid opportunities for boosting the year's sales, if buying has been carefully done and selling methods carried out along the right lines.

This is the last chance of the year that the dealer has of swelling the total of his year's sales, and of bringing it up to some certain mark. Nearly all merchants find themselves placing a certain volume of business before them that they wish to do during the Christmas weeks.

Furniture is ideal for gift purposes. There is nothing more suitable or anything that is more appreciated by those who receive it. It is durable, serviceable and appropriate. There is endless selection for a buyer to choose from, starting at costly, complete sets to the small individual pieces and novelties.

Dealers Should Not Overlook Regular Lines

Dealers find it advisable to keep their regular lines and particularly odd pieces, such as odd chairs and rockers, tables, desks, etc., well to the front. The margin of profit on these lines is good, and the dealer should endeavor to sell them wherever it is possible to do so. He must be prepared, however, to supply the wants of all customers, and for those who have smaller sums to spend there is always the small odd pieces, many novelties, and the endless selection offered by a carefully selected line of framed pictures. The children must not be overlooked. This is their season. Doll carriages, children's chairs and rockers, and numerous other lines will suggest themselves. There are gifts for every member of the family. From a representative stock of this kind a dealer should be able to supply the wants of practically everyone. If a customer cannot find what he wants from the above list, there is a miscel-

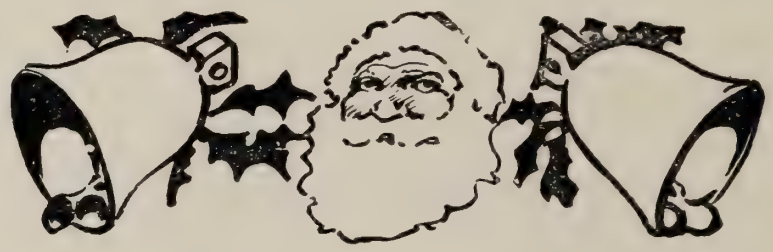
laneous line of articles that most furniture dealers carry and for which there is always a demand during this season, such articles as carpet sweepers, vacuum cleaners, mission clocks and lamps, not forgetting china and dishes, and numerous electrical specialties such as electric irons, toasters, etc., that furniture retailers are placing in stock. While regular lines of furniture must receive first consideration, dealers will find it a good plan to stock not only a representative line of gift furniture, but goods at variable prices, so that the public will feel that they can buy whatever suits their purses best.

The advertising, of whatever nature, that is put through at this time and leading up to Christmas, must be linked up with the window displays and the Christmas plans of the store generally, all conforming to the one end of selling more furniture.

One thing is certain, the public is going to buy gifts for Christmas and a lot of them. Are you, Mr. Furniture Dealer, going to get your share and still bigger furniture sales this year at the expense of the dealers in the other lines of merchandise, all of whom are certainly out for the business? No gift is better than furniture, and few as good. You have an advantage over most other merchants in this respect. Make the Christmas sales of furniture for the season 1921 the biggest on record for your store.

Suggest Furniture Gifts to Customers

There are few better ways of getting into touch with Christmas customers than through the medium of personal letters, but, and this is most important, the letters must be right. Their success will depend largely upon the manner in which they are written. The paper used, and the neatness of arrangement and printing are important, but it is the "copy" that must "bring home the bacon." Do not write an ordinary everyday, business letter of the stereotyped style. It will be better to keep your money in the bank than spend it in a way which has been so mercilessly worked to death. Write your letters in a natural way. Make them as much like a talk as you possibly can. Everywhere you see samples of letters that are doing little more than wasting the writer's time and filling waste paper baskets. Make your Christmas letters the best possible, and Do It Now.



PREPARING ADS. FOR THE XMAS CAMPAIGN

Hints and suggestions for the dealer on how to get best results out of the Christmas campaign

IT is time now that the dealer have his advertising in shape for the Christmas campaign. The period from now until the end of the year is filled with great possibilities. It is the season of the year when trade comes the easiest to the retailer and he should make the most of it by making a strong bid for business in every possible way. An aggressive advertising campaign in which good copy is used will prove extremely valuable in reaching out for the passing trade.

Put Study into Christmas Ads.

It behooves the dealer to set aside a liberal appropriation for this branch of business getting from now until the end of the year and to back up the expenditure of advertising money by effort and study that will make it produce the best results. Not only is it desirable to use larger space than usual in putting your Christmas message before the purchasing public, but copy should be used of a kind that will bring in the best returns for the money expended. This requires a good deal of attention to the preparation of copy, so that it will attract attention and create interest in the goods featured. Judgment must be used as to the space that should be given to various lines, because featuring of some lines will undoubtedly bring better results for you than the same space devoted to some other lines. The outstanding lines should be put in larger type and space than the less important ones.

Use Business Pulling Copy

Let this be a call to every reader to determine to make his advertising of Christmas goods reap as richly as possible for him. Contracting for space is only a start. Thought should be given to the form and subject matter. It should be remembered that the value of advertising is in making the ad. wish the reader to possess. For this reason make your Christmas advertising seasonable and give it a punch.

WHY THIS DEALER FAILED

He didn't figure his salary as an expense.

He kept goods buried from sight and had no record to show this.

Disregarded depreciation on goods and equipment.

Failed to take discounts.

Unsystematic bookkeeping.

Unsystematic deliveries.

Disregarded losses on "markdowns" and "specials."

Didn't figure his bad accounts.

Salespeople didn't understand business and hadn't enthusiasm.

Lost customers.

Profitable Sales Ideas For Christmas Season

AN American furniture dealer gets out a Christmas booklet for his customers. It contains but twelve pages, but there are scores of articles illustrated and described therein. When sent out a personal letter goes with each and every booklet. Here is the letter:

Dear Sir:—Did it ever occur to you that a numberless variety of practical gift things are to be found in a furniture store?

We have reason to be proud of our handsome store and take this opportunity of extending to you and the members of your family an invitation to call, look around and ask questions. We are here for that purpose and take pleasure in explaining everything in detail.

For your convenience we have arranged the enclosed booklet which is self-explanatory.

Yours very truly,

And on the fly-leaf of each booklet is this explanation:

"The purpose of this booklet is to assist in the selection of suitable gifts for your friends and relatives. Without its aid you will at the last moment be asking, like hundreds of others, 'What shall I give to Father, Mother, Brother, Sister or Friend?' Gifts should be practical, and the greater their usefulness the more certain they are to give the pleasure desired.

Read carefully the following list, check the ones that may appeal to you. Do not hesitate to ask to inspect articles in which you are interested. Our store is yours to come and choose at your leisure. The aisles are broad and comfortable. The stocks are well arranged.

"With best wishes for a happy Christmas."

Make up little "Merry Christmas" Cards for your customers' use when they want you to send gifts direct to the recipient.

Install and advertise a store secretary whose sole duty will be to advise and assist the customers in their Christmas buying—preferably a lady who can make up lists of suitable gifts for mother, for father, etc., and with a pleasing, confidence-building personality.

Have a clerk call up a list of prominent homes all day long, inviting the lady of the house to call and see your excellent display of furniture this year. He should make a definite appointment for the lady to see a certain clerk. A clerk working eight hours should average from 50 to 75 homes a day. This will not only remind a large number of women that your store is a good place to buy their gifts, but will actually bring them in through this definite appointment plan.

Inaugurate a deferred payment plan whereby sales made between December 1st and Christmas will not be payable until January 15th. This will make customers of a number of people who are short of money at this time.

Dress your window up in three sections. One for mother, one for father, etc.

Use small Christmas trees in your window if possible, as this will tie up the Christmas spirit with your goods. Also get action into your window if possible, for this attracts attention much more often than a "dead" window. When using newspaper space, always show the furniture as in use. This shows what you are trying to sell—the idea of service!

Write the biggest manufacturers in your city and suggest to them that if they are going to give their employees a gift this year to make it a practical gift—a furniture gift. This plan had better be followed by a personal call of a good salesman.

Have a Santa Claus in front of your store to talk to the small children and urge their mothers to go in and visit the complete display inside.

PREPARING FOR THE JANUARY SHOWS

ARRANGEMENTS are being made to conduct as usual the annual furniture exhibitions in January. While the dates have not been definitely set as yet (when this is written), it is quite likely that the second and third weeks in January will be chosen with the possibility of the last week also.

Both Stratford and Kitchener will hold exhibitions, all the local and a number of outside manufacturers having already taken space in these cities. Capable committees are planning the "best ever" displays in both towns.

It is altogether likely that Toronto will also have an exhibition, though arrangements are somewhat slower than last year, owing to the fact that until a few days ago no building was available Now that the new Arena at the Canadian National Exhibition grounds is ready, plans are being prepared to hold the Furniture Exhibition there. A questionnaire has been sent out to manufacturers asking their opinions, and, if favorable, how much space they will take. On the results of this questionaire depend whether or not there will be an exhibition. The committee in charge consists of Col. Moss of Preston, W. J. Craig, Toronto, and J. H. Meade.

The new Toronto Arena was erected for just such purposes as this. It is controlled by the city, and has all manner of facilities. It is heated and a special street car service will be run right to the doors.

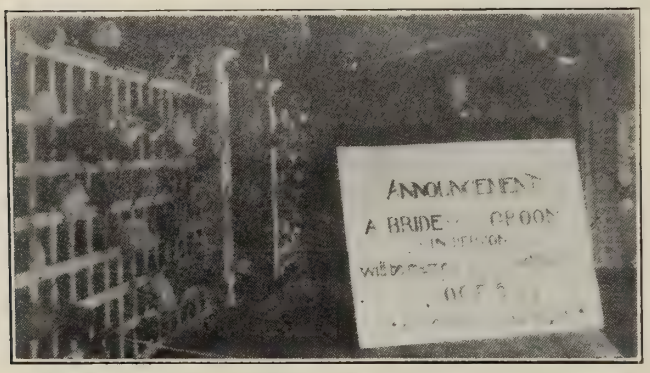
All manufacturers who are planning to exhibit in January, 1922, whether in Stratford, Kitchener or Toronto, state that the goods shown will eclipse anything ever shown before in Canada.

STAGE WEDDING CEREMONY IN WINDOW

Henry & Henderson. furniture dealers of Thamesville, conduct a "mystery marriage" in their store window, thus attracting big crowds and bringing on many sales—Duplications requested.

HENRY & Henderson of Thamesville, Ont., last month made a big hit with their "Mysterious window wedding," which culminated on the night of Wednesday, Oct. 5. For the week previous, a wedding setting was much in evidence in the window—a raised platform with a lattice work background intertwined with various colored roses being the central feature. Suspended from above was a large white wedding-bell, and about the platform were potted ferns. In another part of the window was a talking-machine, playing at intervals the "bridal chorus" from "Lohengrin". A card in the centre announced that "A bride and groom, in person, will be married in this window, Oct 5, at 8 o'clock p.m."

This window trim attracted much attention as long as it remaind, so much so that when the evening of the 5th



This is the "mystery" window which drew better than any previous display in any Thamesville store. It served, too, as background for the wedding ceremony.

rolled round there was an audience assembled greater in number than ever assisted at any previous wedding in Thamesville.

The crowd backed up to the opposite side of the roadway, and up and down the street as far as the window could be seen. The windows, doorways and even the roofs of buildings that commanded a view of the Henry and Henderson store held large numbers of auditors.

Special policemen were employed to protect the glass windows and keep order among the throng. Rev. A. S. Whitehall, who was to perform the ceremony, addressed the audience, and his words helped moderate the unruly and keep quiet the noisy throng.

For the hour previous to the ceremony the Moravian-town Band discoursed popular airs, and these helped interest the crowd until the time of the ceremony.

Sharp on the stroke of eight Miss Pearl Cragg of Chatham and Russell Kneebone of Zone entered the window and took their allotted places, while Rev. Mr. Whitehall tied the matrimonial knot. The couple were unattended, and the window was free of any other personages. The bride and groom were becomingly dressed and the lady carried a bouquet of roses.

The marriage ceremony was carried out under the auspices of the merchants whose stores are located in the "Hubbell Block," and these dealers presented the young couple with a diningroom suite, a complete kitchen equipment, and a three-storey wedding cake. The happy couple, after the ceremony, motored to their new home at Zone, with the best wishes of one of the largest gatherings ever assembled in any town the size of Thamesville.

That the Henry & Henderson store profitted by the unique ceremony is proved by the large number of inquiry letters received, and also by the applications from interested couples who likewise wished to duplicate the ceremony. That buying will be stimulated by the event is the opinion of both partners in the firm of Henry & Henderson.

A RED LIGHT SALE

Here is a plan for aspecial sale on items located at different points in the store. Advertise it as a "Red light Sale." List the items in your newspaper advertisement and announce that the gods specialy offered will be found in the store under red lights. If you get a special circular, have a border or row of cuts of lanterns printed in red. Hang out red globed lanterns in front of the store after dark. Use red lights in the windows, and hang a red light, either electric globe or oil lantern wit ha red globe, over each display of a specially offered item of stock. Let people go through the store looking for the red lights and the bargains by them.

THE PRICE THE REAL INDUCEMENT.

The public is so accustomed to novelties in sales that it would welcome one without too many frills. Suppose the next time you have a real price reduction you depend upon



Interior of Henry & Henderson's store at Thamesville. Mr. Henry is in the foreground.

the price to move the goods. Announce that their is *nothing novel about the sales scheme.* What advertising you do, have along these lines:

> This sales plan has whiskers on it, it's so old—
> we just cut the prices and lose—you buy and save.

Your printer very likely has in stock a cut of a man with long whiskers, and this can be used on your circulars and in your newspaper space. For the inside of the store and for windows you can cut out big funny faces and paste rope or hair whiskers to them.

Seasonable Suggestions for Improved Business Methods

Helps and Hints as Used last month by Canadian Furniture Dealers

NEW SALES INVITATION FEATURE

By Frank Smith.

A large number of women in Toronto received a letter from Paris, France, this fall. The average woman does not receive many letters bearing that post mark; the majority of them never do. For this reason their interest was aroused eve nbefore they opened the letter.

That was a pretty good start in the way of a business letter, for it *was* a busines letter—sent out from Paris by the T. Eaton Co., Ltd., advising the recipient of purchases of gowns and millinery made in the French capital (and centre of fashion) and inviting the person to whom it was addressed to inspect them at the company's store on certain days.

It may seem a long way from the big establishment of the Eaton Co. in Toronto to the average furniture store, but there is no reason why a good many dealers cannot in small centres make use of this very idea.

Of course, the plan will have to be altered to meet the particular needs of the dealer adopting it, but here is a suggestion as to how it might well be worked out.

Letter to Customers from Market Centre

A dealer goes to Toronto, Kitchener, Stratford, or some other of the larger centres and while there makes a purchase of some new or seasonable line. He feels that it is one that should take well with his customers. Accordinly, he has a letter struck off and mailed to his customers back home advising them that he has just made a purchase of some new livingroom, diningroom or bedroom suites in which he feels they will be greatly interested, an dinviting them to inspect the line at his store on certain days. The letter could be mutigraphed and each one personally signed by the dealer. There are many multigraphing firms in every city that do this work at reasonable rates.

The average housewife in the smaller centre will be considerably interested by the receipt of a letter postmarked from a distant city, and on opening it will also be pleased with receiving an invitation of this character. It is "something new" and unusual that wlil attract attention to the store as well as helping to move the particular goods featured.

OPTICAL ILLUSION WINDOW ATTRACTS ATTENTION

An extraordinary optical illusion attracted the attention of many passing citizens to the large north show window of the Nova Scotia Furnishing Company's store on Barrington street, Halifax, last month.

On the outside of the window appeared a two-foot end of a roll of linoleum, while in the forefront inside were samples of linoleum and over-hanging them an extension of the roll, the end of which was protruding through the window. The idea was to give the impression that the roll length had fallen from the inside and pushed one end through the window plate glass, which was also marked as if splintered.

So realistic was the effect that many citizens crossed over from the opposite side to take a close look at the damage done the window, and went their way, after noting the samples of fine linoleum, remarking that the damage would be a considerable loss. But the triumph of the illusion came when a well-known glass dealer who was passing by in his motor car, on reaching his office telephoned Mr. E. A. Wilson, manager of the Nova Scotia Furnishing Company, about the "bad smash," totally unsuspecting that it was all an optical illusion. It was regarded as one of the cleverest adavertising stunts ever achieved in the city.

The illusion was perfect, but the explanation is simple. The roll of linoleum is simply cut, and one end glued to the outside of the big sheet of glass and the mai nportion in the inside, the whole roll being inclined so as to appear as though the end had broken through the glass, which was painted with imitation cracks.

NOVEL BIRTHDAY ANNIVERSARY SALE

For the third successive year, J. H. Gould, Limited, a St. Thomas, Ont., department store, celebrated its anniversary with a novel birthday party, in which the cutting of a huge birthday cake containing several five-dollar gold pieces was the outstanding feature. His Worship Mayor Brinkman officiated at the merry ceremony, wielding the big cake knife and handing out generous portions of the dainty to hundreds of persons who attended the celebration. The finding of the gold pieces proved exciting fun, and developed the buying humor in many of them, as evidenced in the sales records for the day. "Birthday Bargains" were featured all over the store, and the cake, with three lighted candles on top, occupied a place of honor in the main display window for several days prior to the cutting.

The event was well advertised in the store's daily newspaper advertisements, with special invitations to out-of-town customers to attend the jolly function and try for the gold pieces. The sales slips showed that the invitation was accepted by many outsiders, some coming thirty and forty miles.

REFUNDED FARES DURING SALES

During October Gordon & Keith, Ltd., of Halifax, N.S., who claim to be "Canada's oldest house furnishers," conducted a "big $100,000 fire sale," in which they offered to pay the railway fares of prospective customers who came in from outside points to buy at their store. These fares were refunded on all purchases totalling $200 or over; besides all orders received by mail wer epacked free and sent freight paid. The sale continued for a week and by all accounts was very successful.

PLOWING MATCH BRINGS BUSINESS

The retail merchants of Woodstock, Ont., alive to the possibilities for business arising out of the Provincial plowing match held there last month, held a meeting and formed a great co-operative scheme for taking advantage of this event, which brought forty thousand people to the city. Every store on Dundas street united in decorating in a great color scheme, radiating a welcome t othe crowds who invaded the city.

Every store was liberally decorated and to supplement the display a large welcome sign, bearing the signature of the

Retail Merchants' Association of the city was erected on the grounds where the plowing match was held. In order to accommodate the visitors, the merchants agree to keep their stores open on the evenings of the match, and in order to compensate their clerks for this extra labor, all of them were given a half-holiday in relays during the week-end.

Of course, in order to secure the benefit of this extra rush of people, the merchants realized the necessity of letting the people know about it, so they arranged a special advertising supplement to the local newspaper and this was distributed broadcast throughout Oxford County, and circulated liberally at the plowing match. With this issue as a co-operative venture the merchants looked for a big week of business while the plowing match was being held, and got it.

TRAVESTIED KLU KLUX KLAN IN WINDOW

Just when everybody was talking about the reported formation of branches of the mysterious Klu Klux Klan in several cities of Ontario last month, a St. Thomas store started featuring monster squashes, pumpkins, potatoes and other vegetable abnormalities in his windows and the store interior, labelling them with various titles bestowed on the chief nizams of the notorious organization. An exceptionally large squash bore the imposing title of "he Grand Wizard," and was credited with being the head of the Canadian jurisdiction of the Klan. The clever stunt attracted considerable attention.

HOW MANY GRAINS DID THE HEN EAT

Welland, Ont., held a "Dollar Day" last month, during which there was said to be an "orgy" of buying. One of the dealers to attract attention had a live hen in his store window and a guessing competition to see how many grains she would eat in an hour-and-a-half. The hen managed to get away with 498 grains. A little girl won the prize by guessing 480.

So successful was the "Day" that Dollar Day in Welland is to be a semi-annual event.

WON PRIZE FOR EXHIBIT DISPLAY

In last month's issue of Canadian Furniture World, a photograph of Mr. J. Mahon's furniture exhibit at the Algoma District Fair, held at Sault Ste. Marie, Ont., on September 19 to 22. This exhibit won a prize for the most beautifully decorated booth. A very nice photograph was taken, showing Mr. Mahon standing up straight and stiff right in the middle of the display. Later the photograph was on display in the window, when along came an old friend Mrs. Harp, who had not seen the display, but the picture was attractive to her as she exclaimed, "Well Oi niver, if there aint a photygraf of one of Timothy Eaton's dummies that looks jist like Mike Mahon."

A FURNITURE FASHION WEEK BOOSTS BETTER FURNITURE

There was held last winter in San Francisco a "Furniture Fashion Week" which attracted much attention because of the effective methods employed in educating householders and home builders in the beauty and utility of modern furniture designs and in their very intimate relation to harmony and comfort in a home.

Douglas White, general manager of the Retail Furniture Association of California, declares that this trade event brought the consuming buyers closer to the retailer and developed the sentiment contained in the slogan: "Better Furniture for Better Homes."

SIGNS POINT THE WAY

Here is the plan that was used in a store out west to direct people to a dealer's store. It is an out-door advertising proposition and consists of a white sign of good size with a capital "H," the first letter of the firm's name, painted in red, and to the right of it, painted in black a large arrow. The signs are posted on conspicuous trees and posts and have the arrows pointing in the direction of the store. In front of the store a similar sign, only much larger, is suspended and its arrow points directly to the store door.

As an added means of driving the idea home, coat buttons, bearing the letter-and-arrow device, are distributed gratis to whoever will wear them.



Reproduction of four-page dodger which Tuer and King, furniture dealers at 842 Queen street, east, Toronto, distributed in their community the Riverdale district. In commenting on its effect Mr. Tuer said: "This kind of advertising we find to be very satsfactory and nexpensive. For instance, a street containing 250 numbers would probably have only 150 houses where posters could be delivered. The cost of printing and delivering would be $1.50 for a street of this kind. Thus the smallest order from each street covers the cost of the whole street."

MAKE YOUR NAME VALUABLE

Arthur Brisbane, whose mind seems to comprehend many things with remarkable facility, recently said something about advertising that is worthy of the consideration of men in the furniture business desirous of progressing—a thought that is well worth accenting:

"When you start out to advertise, select the one thing most important and advertise THAT. Heinz had fifty-seven different things to sell, but his real asset was HIS NAME—Heinz. Now that he is dead, his name, because it was properly advertised, is worth more in real cash than all his pickle factories: more than all the millions accumulated by him. Let scientific advertising men show you how to make your NAME, which can't burn down or be stolen, worth more than all the rest of your plant."

SELLING BETTER FURNITURE TO FARMERS

An advertising man would make "better furnished homes mean greater happiness to farmers".

By Hugh McVey

IN bringing about the sale of better and, of course, more furniture in country towns, or anywhere else for that matter, there are two things you must accomplish: First, the desire for better furniture must be increased in your vicinity, and second, your store must be made a recognized center to which buyers will naturally gravitate when they want anything in your line.

This must of necessity be a talk on advertising for it is by advertising that desires are most easily increased and trade attracted.

It is a little difficult to bring to you the importance of the farmer as a buyer, because he is scattered over such a wide area. If the farmers were all gathered together into one great town, that city would represent a buying spot not equalled anywhere else, probably, in the world. It would mean thousands of houses with a gross income of close on a million dollars a year in Canada alone.

And this same feature that makes it hard for us to understand the importance of the farmer as a buyer of merchandise, also causes the larger merchants to fail to appreciate him as they do not come in contact with him to any considerable extent. It, however, is true that almost any merchant located anywhere in this country sells more or less to farmers, and today, I found upon making inquiry, that the farmer's buying power is quite a factor in the retail merchandise business of most cities.

The Farmer as a Prospect

Let us get together and study the possibility of increasing the sale of furniture to farmers. It is true I know very little about the furniture business, but I may be able to tell you something about the increasing buying power of the farmer that you can apply to what you know about the furniture business, and thus we together may be able to find some way to accomplish our object of selling more and better furniture to agricultural people.

The money value of what the farmers produce has materially increased in recent years. There are good reasons



Farmers' wives are demanding better furnished homes. Here is a simple bedroom treatment, furnished with a good suite. The windows are trimmed with cretonne. Illustration is courtesy of Daly & Morin Lachine, Montreal.

why we may expect the high price of farm products to be maintained. The total farm wealth has increased. This means that each farmer is worth considerably more than he was worth onl yfifteen years ago.

Naturally the farme rhas developed as a buyer of all sorts of commodities, especially those that aid in his comfort and convenience. This development is not due wholly to increased desires, but is coupled with the fact that he has money now to satisfy his desires. He is, today, purchasing 72 per cent. of the automobiles sold in the United States, and it is probable he is buying proportionately, as many in Canada, and he is not bankrupting himself either, because he can afford them—he is not impoverishing himself by building the many fine homes you see going up as you travel on the railroads, because he has the money to pay for them.

Some alarmists seem to fear that the financial safety of the country is being over-balanced by the extravagance thus shown by the farmers. When you consider how great farm values have increased of late years, do you agree with these alarmists?

Other Proofs of Buying Power

I could bring illustrations that are closer to you than automobiles, to prove the increased buying power of the farmer.

Most of you sell phonographs, and appreciate the great increase there has been in the last few years in their sales to farmers.

The advertising manager of one of the kitchen cabinet manufacturing companies told me when I was visiting his exhibit that a small retail store in his town, in which he is interested, sold a large number of $150 and $200 talking machines to the farmers in his vicinity. I imagine that many of you men here have had the same experience. Ten years ago you would not have considered it possible to sell musical instruments at these prices in any large quantities to farmers.

Many of you also sell the newer bed springs which have practically revolutionized the spring business of this country. You have seen the effect of the strong advertising of these lines which has practically doubled the price paid for springs. The makers could tell you that nowhere have they had a more satisfactory response to their advertising than among the farmers.

Recently in Chicago, I arranged for an exhibit in the club rooms of the Advertising Association, to show the buying power of the farmer i ngeneral merchandising. In that exhibit there were 137 articles of general consumption that sold largely to farmers. They have things very much like you use in your home; in fact, articles that are found in most all homes. If you were passing through the exhibit now, you would see an exhibit of shade rollers, which are advertised in farm papers, also billiard tables and four or five of the different electric light manufacturers; radiators; paints, and many other things that go to make home comfort, but hardly an article that could be strictly called furniture—yet the farmer is instinctively a home-loving man.



A Tea Waggon from the line of Gift Pieces by The Stratford Mfg. Co., Ltd., Stratford, Ont.

Few of us realize the effect of advertising on our daily lives. Suppose we go through the day with an ordinary man. How many advertised articles would we be brought in contact with.

We could go through the entire day with the farmer, and find him in touch with numerous articles that belong in the modern merchandising world.

Talk Quality to Farmers

The other day as I stood in a furniture store in a town that is the center of a rich agricultural community, a farmer and his wife came in and asked t osee a mattress. The proprietor waited on them personally, asking: "What sort of a mattress do you wish? We have them at $4, $6, $8 or $10, and higher up"—implying that i twasn't necessary to mention the higher prices. The farmer said: "Let us see the $4 mattress." Now, I thought that showed a great amount of inefficiency on the part of the dealer. That farmer could afford to buy, and would buy, a better mattress if the merit of the better mattress was explaianed to him. I am not a furniture salesman, but I believe—although mattresses are hard to show—that I would not have made any price, but have shown him some good merchandise an dtried to raise the farmer's appreciation of a good mattress. He probably doesn't know that there is any more comfort in a ten or fifteen dollar matatress than a four dollar mattress. He probably thinks that fancy trimmings add to the price and the utility of the two are about the same. It is natural that the farmer should ask for the four dollar mattress, because he is necessary an economical buyer; he has built up his business by practising thrift and economy; he is the guardian of his "own cattle" against the whole world; the money he has to spend is his own money which he has wrested from the soil, but he will pay exceedingly high prices for better things when he knows their value. He will buy a thoroughbred animal at a considerable higher price than an ordinary run of live stock, because he knows its value, he will pay $2 a bushel for seed corn when he has corn in his crib that has not cost him 30 cents to produce: therefore, the furniture industry has an opportunity to educate him to the merits of good furniture.

Some dealers are doing this. A few days ago I visited a dealer in town of only 800 people, who has made a remarkable success in selling furniture to farmers. He has established in the minds of the farmers in his community a reputation for knowing furniture. His store is the recognized centre of the furniture business in his part of the country. He sells furniture on approval, furnishing a room or a house complete, with the understanding that the customer can return any or all of it if not satisfactory.

He told me that in the last year he had furnished practically nineteen homes on approval and that only 20 per cent of the gods had bee returned or exchanged and that the pieces exchanged represented largely novelties. Any furniture man ought to be able to establish a reputation like this man in his own community.

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

JAMES O'HAGAN
EDITOR

Published by The Commercial Press, Ltd., 51 Wellington West, Toronto

Subscription Rate $1.50 per year in Canada, Great Britain and British Colonies; $2.00 to the United States,

VOL. 12. TORONTO, NOVEMBER, 1921 No. 11.

CHRISTMAS NOT FAR DISTANT

Another Christmas season is fast approaching. It is looked forward to eagerly by the furniture trade because of the increased business that it makes possible. In spite of this fact many dealers do not make sufficient preparations to cash in to the full on the opportunities presented. They neglect to make plans that will allow them to make the most of the season.

The first essential to big business during the Christmas season is the stock to do business with. The dealer who has not given thought to his requirements in this connection should do so at once. He should assure himself of full stocks for Christmas selling. Then, he is in a position to go ahead and make plans to secure maximum sales. He should not only make such plans early but should also prepare to launch his selling campaign early.

COLD WEATHER DISPLAYS

Cold weather brings its opportunities for the dealer who is prepared to put forth sufficient effort to cash in on them. There are a number of lines sold by furniture dealers that come into special demand as the temperature drops downward. Now is the time to wheel them into prominence in display. Bring them to the attention of customers at a time when they have a special appeal.

Try your best to keep your windows free from frost so that the value of your displays will not be reduced by the public not being able to see the goods you are showing. And at this time when people are more inclined to linger in the store see to it that your interior displays are especially appealing.

GET YOUR MONEY'S WORTH

There is one particular in which many dealers do not get their money's worth—or, at least, all that they might get. This is in connection with money expended for postage.

For instance, on letters, for the minimum amount of postage a person can send a letter weighing one ounce. Yet, what a large percentage of letters go out from the stores of dealers weighing considerable less than this—and what an excellent opportunity is passed up to send out advertising material that would help build business for the store.

In the same way the dealer should make use of all advertising material supplied by manufacturers. If it is not sent out in letters to customers it can be enclosed with customers' parcels. The reading of it is likely to create interest in the goods and bring customers to the store. Towards this end all material of this nature should bear the dealer's name. If it is not printed on it a rubber stamp, which can be obtained at small cost, will provide of means of linking the dealer up with the advertising matter.

WHY CUSTOMERS WERE LOST

In a recent investigation carried on for the purpose of determining why a certain list of households had stopped trading at certain stores some most interesting data and information was obtained. This investigation was carried on through a list of 197 households and it was shown that over 40 per cent of the lost customers were made so because of faults directly traceable to the attitude of the salespeople. These causes included indifference on the part of the clerk or salesperson, insolence and over-insistence.

A summary of the reasons for which these 197 households changed stores should have the careful attention of every retail merchant. It is a chart that will bear frequent perusal and repeated reference.

Indifference	47
Attempted substitution	24
Errors	18
Tricky methods	18
Slow deliveries	17
Over-insistence	16
Insolence	16
Unnecessary delays in service	13
Tactless policies	11
Poorly arranged store	9
Ignorance of goods	5
Refusal to exchange goods	3

Every one of these causes is avoidable and can be corrected. Most of them are absolutely inexcusable. Two items, those referring to errors and to slow deliveries are natural human failures which cannot, as long as human beings are employed, be entirely eliminated; though they can be reduced to a minimum through eternal vigilance. All of the others, however, have no excuse for existance as sales barriers.

This list of "reasons for lost customers" also emphasizes the importance of having polite, competant sales people, and an insistence that "clerks" act the part of "sales people" rather than merely "store equipment."

Louis XIV. had an enormous number of sumptuous beds, as many as 413 being described in the inventories of his palaces. Some of them had embroideries enriched with pearls, and figures on a silver or golden ground. The carving was the work of Proux or Caffieri, and the gilding by la Baronniere.

THE OUTLOOK FOR BUSINESS IS GOOD

Conditions are rapidly returning to normal, and, contrary to the predictions of the calamity howlers this coming winter shows great promise for business—Are you carrying sufficient stock.

AGAIN the "blue ruin" pessimists are wrong. The "terrible" winter predicted by them is not going to materialize. From the general outlook there would seem to be no foundations whatever for the predictions of poor business.

Trade is picking up on every hand, according to reports.

Although quiet during September in some localities, the general advance in business seems to be felt all over the country. Retailers' organizations report very substantial increases in business during October.

Prices have, on the whole, reached the bottom. There cannot be very much more reduction on the majority of lines. The general trend toward a stiffening in prices is noticeable.

With every branch of the business world looking for better business unemployment will gradually take care of itself.

Industry conditions are gradually righting themselves. An official of one of the largest implement firms in Toronto, that has been closed down for some time, stated that they expect to begin operations again next month. That will relieve some of the unemployment.

As the unemployment is gradually relieved, it will mean that the buying power of the public will increase. Families who have been forced to do without commodities will again be able to buy them.

Fall is the season of opportunity for the furniture dealer. There are innumerable seasonable lines to be pushed.

A return to normal business conditions necessitates normal tocks. There is no need to commit the indiscretions of last year. There is no need to stock up to the eaves for the fall business. The supply houses are all within easy call.

From now on, close buying is the method that will give quick turnovers and quick profits.

The manufacturers have been giving good co-operation. They can do yet more. One retail organization reports that it has a number of complaints from members in reference to curtailment of advertising. They report that in curtailing advertising it has been detrimental to the dealers' business.

A customer invariably will ask for an article he knows about. If it is advertised he knows something about it. He knows its merits. The chances are that while the dealer is giving him an argument about an unknown line he will seek elsewhere for the article that he has seen advertised.

Advertisements create trust in the mind of the customer. He realizes that a manufacturer cannot afford to advertise an article that is not reputable. It wouldn't pay.



No. 6706, pedestal in quartered oak and walnut. No. 2628, pedestal in walnut. Two furniture items from the McLagan gift line.

ARE YOU CARRYING SUFFICIENT STOCK

THERE is no doubt about the fact that many dealers are not carrying sufficient stock to properly care for business. By not being able to supply the demands of customers they are losing much business—many customers—considerable profit.

Of course, there are always a certain number of dealers who are not guilty of this, but there are more at the present time than ever before. The reason for this is the fact that they are expecting prices on many lines to be still further reduced and they fear that they will lose money on the decline. They do not seem to appreciate the fact that prices this year have already shown a considerable decline and that they can stock the majority of lines without fear of any great loss. This is because grocery lines are turned over so rapidly.

Many dealers do not seem to realize that while they are trying to protect themselves from losses by price declines they are losing a great deal more than they would lose in that way not making sales because of inability to supply customers' demands. Added to this is disappointment to customers, and, in many instances, complete loss of patronage. People go where they will be properly served.

The writer recently encountered an outstanding case of a dealer losing both sales and customers in this very way. Business got so bad with him because of this that he disposed of his business last month and has gone to work for another dealer.

For the past year he has lived in constant dread of being caught with too much of some declining line on hand. Some lines he refused to restock at all when they were all sold out. The result has been that customers have been going elsewhere. New people who tried him found that he was unable to supply many of their requirements.

The new proprietor of the store tells me that he has had to increase his stock nearly fifty per cent. since taking over the store. He is gradually building up the business, and while he may lose a little on an occasional line that may decline, he feels—and the writer does to—that he will not only make money during the next six months but at the end of that period will have a fine business built up.

It is a good policy to maintain your stock so as to be able to supply the demands of customers.



WINDOW DISPLAY HELPS FOR CANADIANS

Proper illumination and cleanliness—Linking up displays with advertising—Effective grouping.

By Chester D. Hulsizer, of J. F. Cairns, Ltd., Saskatoon

WINDOW display is only another form of adavertising only it is concrete advertising. One of the main things in a window is a proper construction. You must consider proportion, proper flooring, proper hangings and proper furnishings. A store, of course, cannot have too much window space. You want to have as much as you possibly can, but kept in proportion to your store front. A proper size of window in a small store would be 12 feet to 15 feet by 7 feet or 8 feet deep. First, you must consider the proper illumination. If you use lamps, have proper reflectors, and conceal the lights from view as much as possible. If you are looking at a line of goods and there is a light hanging there, the rays of the light will enter your eye and detract from what you want to see. Electric lights have reflectors to throw the light down and concentrate on the line of goods you want to display principally.

The next thing is cleanliness. Keep your windows clean and shining, so that people can see your merchandise. You all know of these points, but this is simply a reminder to brush you up on them. Keep the floors and the fixtures that you use polished. When you are showing merchandise, conceal your stands. Sometimes you will see a pretty display, but the base will show the fixtures. That applies greatly in draperies.

Some Important Fundamentals

Display seasonable merchandise. Show your merchandise pretty well in advance of the season. Be the first to show it in your town; be the first to have it, and when you have it, holler about it! When you are assembling a window, show lines of merchandise that are related to each other. You would not want to put a saucepan, or a lace curtain, or something like that in with an article of ready-made wear, or goods to make up into a dress. Classify your displays, and keep all your merchandise together that is related one to another.

If you are advertising any special line, or have any special feature that you are showing, put it in the windows. If you are advertising a sale of linen, follow up your advertisement with a linen window. We have seasons of the year when business is dull, and that is the time to put in your special sales merchandise.

Ordinarily, I would say do not crowd your windows; let everybody see everything in your window. I had that very forcibly brought to mind when I first broke into the window display game. I put in a window of underwear, and the boss called me from the fourth floor and said, "There is a petticoat back there in the corner; I cannot see that." I said, "Well, how do you know it is there?" But, after I had thought about it, it impressed on my mind that everything must be displayed where you could see it to the best advantage. The great trouble with most merchants is that they want to get everything into he window hat they have. If people cannot see it and get a good impression of it, what is the use of putting it in there? Have plenty of space around your goods.

Color Effects Help Displays

There are lots of ways of displaying your individuality in the window, by color effects, or by special displays that have the human-interest touch. All these are helps. In a small country town there was a display of baby carriages, and the man laid out his window as a park; he had a bench and a figure set up as a maid, and he had another figure dressed up as a policeman, and the policeman was standing behind the maid with his arm around her neck. It was sort of ridiculous, but it made people talk because of the human interest touch.

If your window is not getting you results, pull it out. If you are not getting returns for money invested in your furnishings and fixtures and in your merchandise, what is the use of having your window?

One of the main things in a window is balance. If you are using merchandise of different lines you want to have your window balanced. The volume of display on one side has to be equal to that on the other. Years ago we put in everything in a symmetrical manner, but now I think the most effective manner is to make little groups. I study a great deal to get color effect, color harmony, and color, after all, is one of the most important things.

If you are not sure of blending colors, study nature. Take the flowers; take the butterflies; you can get safe color combinations from them. And the sky! The color of the sky! We had a display at Cairns' last fall called "Sunset," and I got my impression for that from a sunset. I was passing through a daisy field one time, and I noticed how they sort of grew in clumps, a dozen blossoms here,

then a space, and a dozen blossoms there, so that when I put in a millinery window I put three or four hats here, and there, and somewhere else.

Proper Fixtures are Important

Nowadays there are so many things that you can get to help out your display. The most important thing is the proper fixtures—and then proper care of them when you have them! There are all kinds of fixtures that you can buy from catalogues; there are all kinds of flowers that you can buy; but in the autumn we have beautiful foliage to make an attractive window.

THE CHRISTMAS WINDOW

During the next fortnight hardware dealers will be arranging their Christmas window displays. "What can we have that is new and striking?" will be the question of the hour. Trade journals offering suggestions may be carefully studied for ideas. Some suggestions are offered elsewhere in this journal. Leaving the question of designs and dressings to these other pages, we desire to say here that lines hitherto not featured in Christmas window displays might be given a chance this year. Seasonable small lines suitable for Christmas presents will be everywhere thought of and universally introduced into the Christmas window displays. The luxury lines will be there all right.

KEEP STORE WINDOWS LIGHTED

Now that we are at the portal of winter with its long, dark evenings, the efficiency of the furniture dealer's store and window can be enhanced considerably by a suitable display properly lighted. The well lighted window will attract possible purchasers in much the same way that moths circle round a flame. People prefer to walk on the bright side of the street, rather than the dark; they will linger in front of the cheery-looking store when they pass the dull store by; and to get them to look or linger is to get them to take a first long step in the right direction.

Wonderful advances have been made in recent years in the direction of effective store lighting, and there is no line of business in which stock affords opportunity for more effective displays than that of home furnishing. And while electricity makes abundance of light readily available, it also lends itself as no other lighting system does to highly efficient yet subdued effects that display the goods to the best possible advantage without distracting attention from the window.

A well lighted store and window is unquestionably a paying wintertime investment.

KEEPING THE WINDOW CLEAN

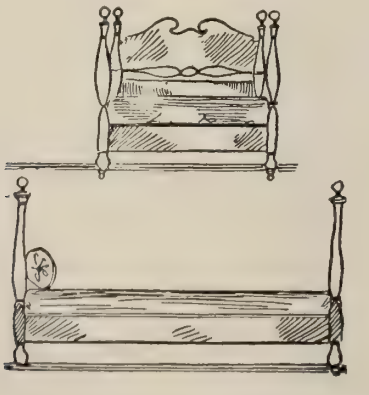
An exchange gives the following cleaning preparation for the outside of windows that imparts a brilliant and lasting polish:

One ounce pulverized whiting; one ounce grain alcohol; one ounce liquid ammonia; one pint water. This preparation should be allowed to dry on the window and then rubbed off with a polishing motion. It will prove far superior to the ordinary way of treating windows. Where the window has been badly scratched, a filler can be applied in the proportion of an ounce of white wax dissolved in a pint of pure turpentine.

A LITTLE LESSON IN PERIOD FURNITURE

COLONIAL FOUR-POST BED

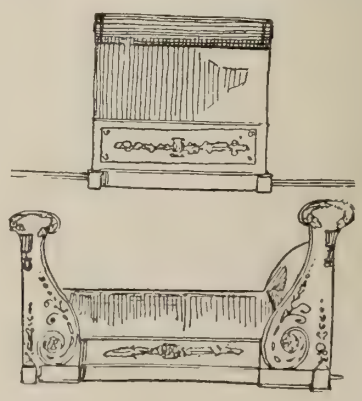
The name of this style of furniture is derived from the colonial days of the United States, and is an outgrowth of the furniture brought over to the colonies from the mother country. The Colonial style was derived from this furniture by making it plainer and leaving off ornaments.



The bed illustrated is a colonial four-post bed, and is a good example of the modern adaptation of Colonial style.

EMPIRE BED

The Empire style was developed during the reign of Napoleon. This style was a revival of Roman, Ebyptian and Greek mofits. Plain surfaces were decorated with brass and ormulu mounts of antique emblems. Mahogany was the wood generally used. A characteristic feature of his style is the letter "N" and the scroll supports which are found in all examples of this furniture. The bed sketched is a good example of the Empire period.



WINNIPEG HOLDS SHOPPERS' EXPOSITION

Some interesting features of a trade-provoking stunt—Educational and sales value of fall fairs

THE "Shoppers' Exposition" held in the Board of Trade Building, Winnipeg, during the last week in September, was one of the finest of these affairs ever held in Western Canada The Exposition pictured conditions in the various trades in Winnipeg; showed comparison of prices; and enabled shoppers to see "what's what" at the present time.

The Exposition was open every day and until eleven o'clock every night and was visited by thousands of visitors. The opening day was September 26.

Features of the Exposition were a "style show", in which sixty live manikins displayed the latest in ladies' clothes to be seen in Winnipeg stores; lectures on home furnishings; topical talks on retail business by prominent and successful retailers; moving pictures showing how various retail products are manufactured.

On Wednesday, Sept. 28, a parade about the Exposition Hall enti led "Winnipeg's Promenade of Progress" was conducted. This proved to be the big feature of the show, nothing like it was ever before attempted in Winnipeg or the West.

Leslie's Ltd. furniture display at the recent Winnipeg 'Shoppers' Exposition was one of the best of the many displays put on at this affair.



Prizes totalling $3,000 were distributed to exhibitors and shoppers during the week. It speaks well for the Exposition and for the popularity of manager H. H. Lincoln when it is told that the heartiest co-operation was shown by all the merchants of Winnipeg, some 250 serving in some capacity on the various committees.

The chairmen of the committees were:—His Worship Mayor Parnell, Hon. Chairman; T. J. Porte, chairman of general committee; J. W. Kelly, Walter P. Moss Harry C. Rowlin, Wm. R. Ogston and W. T. Devlin were members. Horace Chevrier was chairman of the Exhibit Committee; J. Y. Reid, Parade Committee; W. P. Moss, Prizes Committee, and Geo. H. Stewart, Styles Committee.

Standard House Furnishings, Ltd., Toronto, has been incorporated with a capital of $40,000. The provincial directors are Philip Taube, David B. Goodman and Oscar Potashin.

FALL FAIR EXHIBITS EDUCATE AND SELL

IN commenting on The Gilbert Co's exhibit at the Picton, Ont., fall fair, picture of which appeared in the last issue of CANADIAN FURNITURE WORLD, Mr. J. A. Wear, proprietor of that company, writes:

Our fair was held Sept. 20, 21, 22 and 23 with a record attendance. His excellency, Lord Byng, officially opened the fair on Sept. 21 in the afternoon. The visit of his party attracted the largest crowd on that day.

Our display this year consisted of samples of Marshall mattresses, showing the various kinds and their construction. The roof of our exhibit was formed of Marshall springs, as you will see by enclosed illustration. A complete furnishing for a bedroom was shown, consisting of a walnut bow-foot bed, dresser, vanity dresser, chifforette, bench and two chairs. This furniture was made by the McLagan Furniture Co. The bed was made up with a Leggett and Platt spring and a Marshall hair top mattress, linen and a tie-down. The dresser and chifforette were spread with French ivory pieces loaned us by a jeweller who took this way of exhibiting. A printed card said "French Ivory Display—M. E. Knox." The Marshall People sent Mr. Conlon down, who explained Marshall mattresses to enquirers.

We had many inquiries about the furniture and we sold the display and also a similar suite from stock. We feel that these exhibits educate the people to buy better furniture. Our town is the only town in a good farming county, and many people can afford to buy good furniture if we can make them desire it. Our sales of Marshall mattresses have also been better and we have felt that the public have become better acquainted with us and the service we can give them. We have not been able to find out yet the number of people who attended the fair, but we are said to have the fourth best annual fair in Ontario, and the town was crowded all four days, the citizens opening their homes to receive fair visitors.

All the leading stores exhibited. There were automobile exhibits and a splendid livestock show that attracted many stock fanciers. Our county emphasizes thorough-bred Holstein cattle and many fine animals were shown.

MAKING FOR BETTER FURNISHED HOMES

Second annual fall campaign of Home Furnishings Bureau making direct sales—Linking up manufacturer and dealer—Portfolio that instructs the dealer and suggests to the consumer.

THE advertising campaign being conducted throughout Canada this fall by the Home Furnishings Bureau, Toronto, is producing direct results—results that have brought sales that can be traced.

This campaign that has been running now for the past several weeks, and that will terminate on December 20, just at Christmas eve, is being featured in twenty of the most prominent dailies published in the larger cities of the Dominion from the Atlantic to the Pacific. All of these papers are running a series of thirteen announcement ads., and so well have these advertisements caught on that dealers and consumers are writing in to the Bureau congratulating the officers and inquiring for the portfolios mentioned in the Bureau's publicity.

The feature of this fall's campaign is the use being made of the seal or trade mark of the Bureau. This seal appears in all the advertising, the intention being to fix it so strongly in the people's minds tha tthey will look for it on all furniture they purchase, regarding such furniture as guaranteed quality furniture.

A Seal of Quality

Manufacturers, too, members of the Bureau, are using the seal as a mark of quality in their advertising and as a stamp on their furniture products denoting the very best quality. Regarding these seals, the Bureau had some 50,000 ordered, but so great has been the demand—14,000 being asked for within a few days—that the Bureau has been compelled to double the ordered number of seals from the printer.

The plan of the publicity campaign this fall is more direct than it was last year, and that it has been effective is proven by the fact that one manufacturer within a few days of the publication of the first of the Bureau's ads. received orders for four of the suites which figured in the advertisement. These orders were traced directly to the advertisement, customers bringing the paper in which it appeared to the dealers, and the dealers sending the information to the manufacturer.

APPRECIATION

The fall campaign of The Home Furnishings Bureau on "Better Furnished Homes Means Greater Happiness" should have the active support of every Reliable Furniture Store from one end of the Dominion to the other.

This splendid organization is brought together with the object of increasing the interest of the Canadian people in the furnishing of better Canadian homes with Canadian-made furniture. A more worthy object could hardly be conceived.

The House of Valiquette, recognized as one of the largest Home Furnishings Emporiums in Eastern Canada, will co-operate in every possible way to accord this campaign the success it richly deserves. The beautiful Period Suites illustrated in the advertisements of The Home Furnishings Bureau will be given prominent display in our show windows and on our floors as they appear in the press. The public will be given every opportunity of seeing and examining these Suites at their leisure.

We strongly recommend that all home-lovers follow this Better Furnished Homes campaign, now running in the leading newspapers in Montreal. It is interesting and educative. Better Furnished Homes cannot fail to bring greater happiness.

N. G. VALIQUETTE Limited,
471-477 Ste. Catherine St.
HOME FURNISHING EMPORIUM

What a Montreal retail firm thinks of the publicity campaign being conducted by the Home Furnishings Bureau.

Linking Up With Campaign

That the retail trade is appreciating the work of the Bureau as shown in this publicity campaign is evidenced by the advertisement of a Montreal house. This firm took three-column space to let the public know what the Bureau's campaign means for every Canadian home, and at the same time linking up its own store with the campaign. The showing of suites in window and on the floor as described in this dealer's advertising is a splendid link-up idea and is bound to be productive of results.

Another feature of this fall's campaign is the issuing of portfolios to dealers and consumers in very attractive form. The illustrations and type matter are the same in both portfolios, the dealers' booklet containing the further information at the bottom of each page of the name of the manufacturer making the line illustrated above.

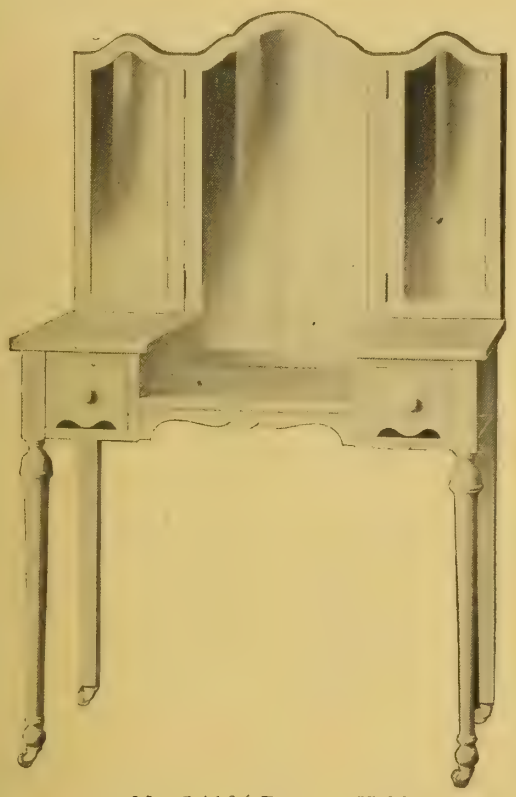
The introductory matter, too, is different. The dealers' portfolio shows the seal of the Bureau and suggests how the booklet can be used to advantage when treating with a customer. The consumers' portfolio gives twenty-six house furnishing ideas for livingrooms, diningrooms and bedrooms.

The various advertisements carry a note asking readers who are interested in good homes and in good furniture to send ten cents to the Bureau for a copy of the portfolio. That readers are doing this is averred at the Bureau where every mail brings in requests for copies of the work.

The portfolios are well printed and illustrated, and dealers and consumers both will prize them. The dealer can with the booklet keep abreast of the Bureau's advertising and anticipate the ads., thus being enabled to link up his windows and sales plans with the publicity as it appears from time to time in the newspapers.

HOME FURNISHINGS BUREAU MEMBERS

The complete list of members of the Home Furnishings Bureau as last revised is as follows: Canada Furniture Mfrs. Ltd., Woodstock; Stratford Chair Co. Ltd., Owen Sound; Snyder Bros. Uph. Co. Ltd., Waterloo; Knechtel Furniture Co. Ltd., Hanover; McLagan Furniture Co. Ltd., Stratford; Gibbard Furniture Co. Ltd., Napanee; Strathroy Furniture Co. Ltd., Strathroy; Meaford Mfg. Co. Ltd., Meaford; Malcolm & Souter Furniture Co. Ltd., Hamilton; Jacques Furniture Co. Ltd., Kitchener; J. C. Mundell & Co. Ltd., Elora; Andrew Malcolm Furniture Co. Ltd., Kincardine; Malcolm & Hill Ltd., Kitchener; Schierholtz Furniture Co. Ltd., New Hamburg; Owen Sound Chair Co. Ltd., Owen Sound; Beaver Furniture Co. Ltd., Kitchener; F. E. Coombe Furniture Co. Ltd., Kincardine; North American Bent Chair Co. Ltd., Owen Sound; Kindel Bed Co. Ltd., Stratford; E. O. Weber, Limited, Waterloo; J. B. Watson Furniture Co., Ltd., Kincardine; Andrew Gray Co., Owen Sound; Anthes-Baetz Furniture Co. Ltd., Kitchener; H. Krug Furniture Co. Ltd., Kitchener; Baetz Bros. Furniture Co. Ltd., Kitchener; Baetz Bros. Specialty Co. Ltd., Kitchener.



No. 541¾ Dressing Table



No. 541 Dresser

Popular Bedroom Suite

The illustrations are from our No. 541 Bedroom Suite which is being featured in the advertising of The Home Furnishings Bureau in all the leading daily newspapers during November and December.

Customers will be enquiring about this and you cannot make a mistake in putting at least one suite on your floors.

Supplied in oak or in gum in various finishes. Immediate shipment.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

The North American Furniture Co., Limited
The Owen Sound Chair Co., Limited

OWEN SOUND ONTARIO

Now is the Time

The rush of Christmas buying brings more customers to your store, which offers a splendid opportunity for displaying those lines of furniture which are popular at this season.

North American Bent Chair Furniture is particularly suitable for Christmas trade, and a well displayed stock is sure to bring excellent results.

MEMBER HOME FURNISHINGS BUREAU INC. 1921
BETTER FURNISHED HOMES
MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

Our range of furniture of high quality is very comprehensive and includes

Reed Chairs and Reed Furniture of all kinds

Dining Room Suites and Chairs

Windsor Chairs **Bentwood Chairs**

Bedroom Chairs **Living Room Chairs**

The North American Bent Chair Co., Limited

Owen Sound, Ontario

THE TREND IN FURNITURE

(Toronto Globe Editorial)

Canada's furniture manufacturers are experiencing a greater measure of activity than earlier in the year. The latest data, based on a complete survey of the industry, show that production averages 65 per cent. of normal. This contrasts with 50 per cent. in the late spring months. The higher rate of operations shows that the manufacturers are benefiting more from consumer-buying than in earlier months; in other words, the stocks in retail hands are now so small that any noticeable improvement in business reacts to the advantage of the manufacturer. That, at least, is the interpretation of the furniture men. The position of the producers of furniture is set forth in an article in the Business and Industrial Section of today's Globe.

Of particular interest is the estimate that factory prices on all lines of furniture products average 77 per cent. higher than pre-war quotations, whereas it is claimed that labor costs are 90 per cent. in excess of the 1914 average, after allowing for the declines that have taken place during the past year. It is also noteworthy that the extremely costly products find less favor from buyers than is the case in grades of medium and good quality. That probably reflects the predominance of a different class of buyers, as well as a changed viewpoint. Information comes from representative retailers that sales in August and September ran considerably ahead of the same months of last year, in spite of a substantial decline in prices.

It is noteworthy that quite a number of factories are operating at full time with a reduced staff, in contrast with a policy in certain other industries to employ as many persons as possible for a shorter number of hours per week. In connection with the future of prices, it is pointed out that glass and cotton have advanced considerably since the last price lists were issued. Purchases of lumber have been sparing, but several manufacturers have stated that they will be obliged to get into the market in the near future. In general the industry looks for occasional setbacks on a long upgrade movement.

SPEEDING UP COLLECTIONS

A dealer in Western Ontario needed money to meet some of his bills, and turned to his accounts with a view of making enough collections to help him out. He picked out names of customers who had not paid in full for some time. They were all good; most of them owned their own homes, but they were slow in meeting their bills.

The dealer was in the habit of sending a young employee to collect when he was not busy in the store, so just before sending the collector out this time he mailed a personal letter to each of the people from whom he wished particularly to collect, saying that the dealer had in his employ a young man, anad in order to help him along allowed him to collect now and then.

The letter said further that the young man was not much good as a collector, and that in order to encourage him a few easy accounts had been slipped in among the others. Of course, it was pointed out that the recipients of the letter was one of the "easy collections," and this appealed to him so much that when the young man called, in nine cases out of ten the money was paid.

Thus the dealer was helped and the slow-paying people, who were at the same time perfectly good, paid up their accounts.

The Riviere-du-Loup (Que.) Excelsior Co., Ltd., are now running their plant and are ready to fill orders. They are making but one grade of excelsior which they have named "wood wool."

MARSHALL SPRING PATENTED

?

Do You Know?

Marshall Cushions contain more springs to the square foot than any other make.

Only the best cotton, wire and felt is used in their construction.

Marshall Springs have individual action.

Marshall Cushions are the only cushions with this construction.

We Absolutely Guarantee our Springs and Cushions when our label is attached.

Dealers—Insist upon having this label on the upholstered furniture that you sell. It is your protection.

MARSHALL SPRING PATENTED

Marshall Ventilated Mattress Co., Limited

98-100 Lombard St., TORONTO

London, Eng. Winnipeg Chicago, Ill.

TRADE MARSHALL SPRING PATENTED MARK



Three fall ads used recently by three Cornwall, Ont., furniture dealers.

SECRET OF RETAIL ADVERTISING SUCCESS

Continuous advertising pays largest dividends—Firms that give a paper a "trial"—Some classes

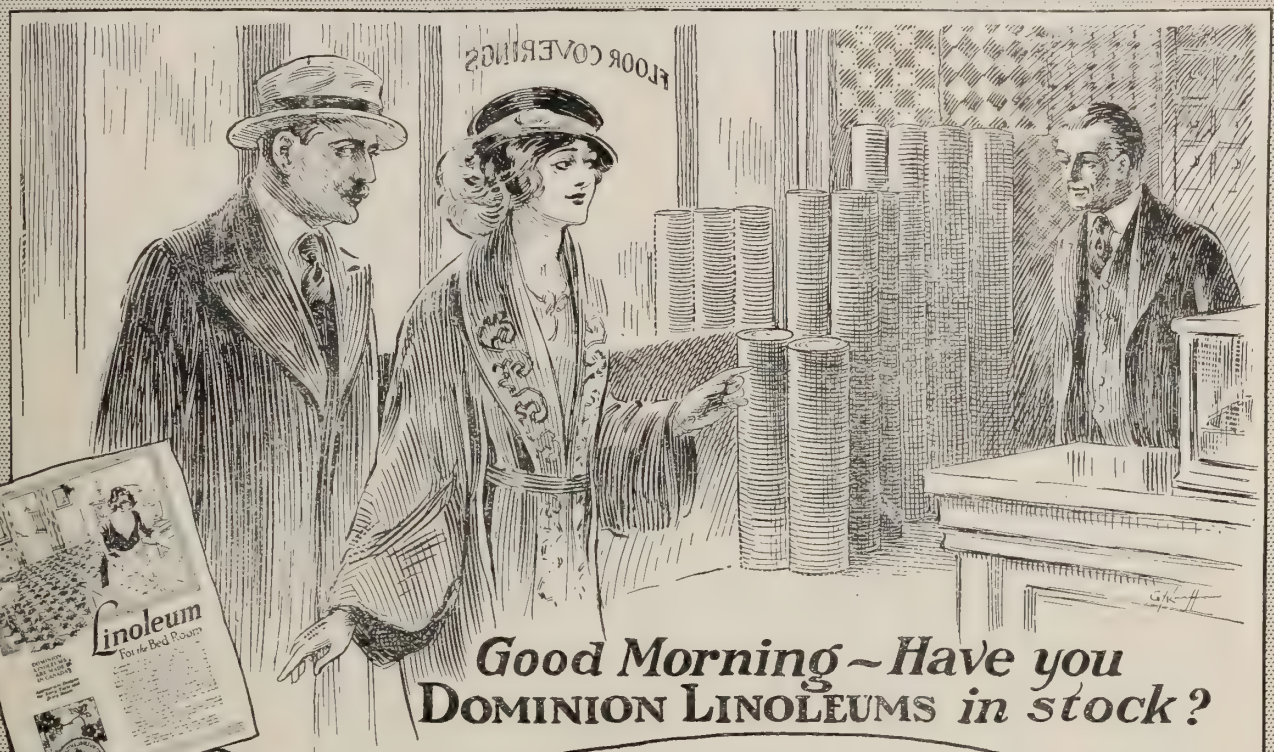
IN order to make advertising profitable, it is necessary first, to determine upon a continuous campaign. Then be certain that your copy is well prepared and that you have something that is of real value and interest to the readers of a newspaper. If it is your expectation to secure great results from spasmodic advertising, you will be mistaken. It requires time for the readers of a newspaper to become familiar with your business. It requires repeated efforts on your part to gain the confidence of the readers of a paper. The first advertisement or two may attract some attention, but not enough to bring any immediate results. Continued insertions of your business announcements will create a feeling of confidence and security in the minds of the readers of the paper, and one by one they will begin to try you out and see if your ads. are truthful and if you are really entitled to their trade. The more frequently your ads. appear, the sooner will this feeling of confidence be established between reader and advertiser, and the effectiveness of the advertising be felt. It is just the same with the first calls from a travelling representative. He doesn't get much business at first, but if he persists in his calls, and you have the goods to back him up, in time you will see satisfactory results. This is a plain fact. It is proven every day. The advertisers in any city who are the largest and the most persistent and the most regular advertisers in the newspapers, are the firms who do the greatest amount of business. They are the leaders in the cities in which they are located. And all of these firms had their small beginning and have gradually pushed forward and upward until they have come to the very front rank. They realized that to succeed it was necessary to be liberal users of newspaper space. The more business they did, the cheaper they could sell. The more advertising they did, the greater the volume of their business.

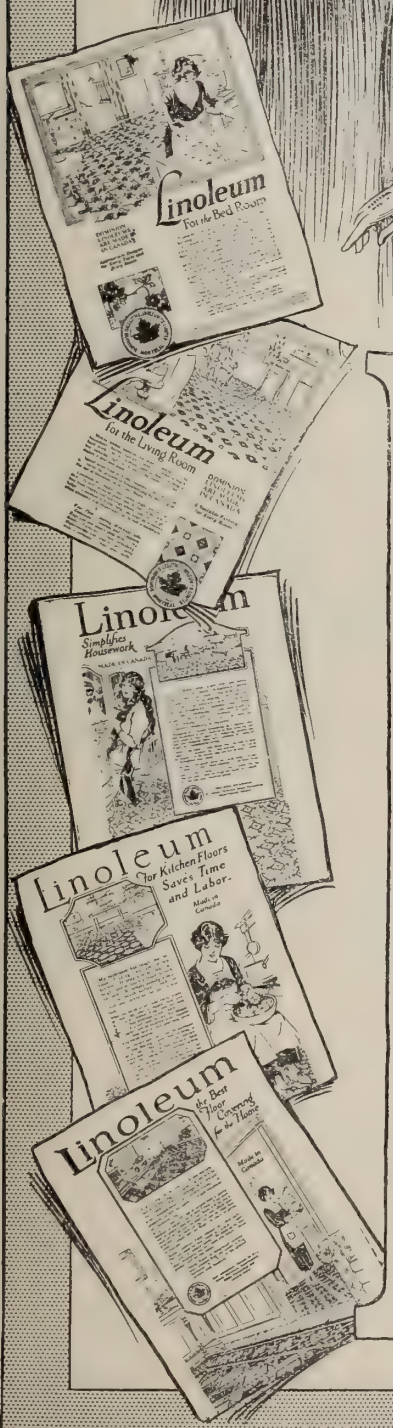
By constant, frequent and persistent advertising, in a few years they built up big lines of business, which without advertising they could not have hoped to accomplish.

There are many firms who will give a paper a few ads. on "trial," and perhaps specially price a few articles and then claim the paper is no good, as they say they did not get any returns—that they asked the purchasers where they saw the ad. and were told in this or the other paper. The real cause of the lack of returns was because they were strangers to the readers of the paper. The readers were not familiar with their advertising, but had the advertiser continued the use of the paper, friendly relations between the readers of the paper and the new advertiser would have soon been established and increased business from new customers would have been noted.

Every newspaper has a certain number of readers—and the percentage is a large one—who confine their purchases to the advertisers who use the paper they read. This is only natural. They take the paper they like and of course they become familiar with and favorable to the advertisers whose announcements they are accustomed to read night after night.

This is why some business houses who withhold their advertising from some certain paper or papers, are simply letting their personal likes or dislikes stand squarely in the way of securing a greatly increased patronage from the readers of the paper they do not use. They try to justify this plan of placing their advertising, by the belief they are, in some way or other still reaching all the readers. But they are mistaken. For it is a well known fact that thousands of the readers of a newspaper are intensely loyal to "their own" paper, and do not buy from advertisers who do not use the paper they read. The sooner this class of advertisers realize this truth, the sooner will their business show increased revenues. There is another class of advertisers who tell you your paper reaches too high a grade of readers for their line, or that your circulation is not large enough in their immediate vicinity. This





Good Morning—Have you DOMINION LINOLEUMS *in stock?*

Throughout Canada every day thousands of women are asking their merchants for Linoleum and Linoleum Rugs. Our extensive advertising in leading papers and magazines throughout the country is stimulating the sale of

DOMINION LINOLEUM

and directing good profitable business to these merchants who carry a well assorted stock.

Get in on this good business, put in a Linoleum window, link up with our advertising in your local newspaper. Single and double column electros sent free to those who will use them. Send for and use our general advertisin g matter; it's free.

Remember Dominion Linoleum is made in Canada for Canadian people by Canadian workmen.

Dominion Oilcloth & Linoleum Co., Limited
Montreal

is only another excuse to justify their own bad judgment. Every paper has all classes of readers. No one can tell you just what would appeal to them. But one thing is certain, if the standard of your readers is high, so much the better and the more reason that you, as a business man, should seek to raise the standard of your business. One purchaser of this kind, secured, might be worth ten to twenty of the cheaper buyers. Then again, you don't use a newspaper because it circulates extensively in the immediate vicinity of your place of business. That would be unnecessary, because these people are familiar with your business from close contact. But there are thousands of readers in different sections of the city who would come to you, no matter where you are located, if you have something of merit and at a price that would warrant their buying from you. No matter whether people are rich or poor, they are not passing up the bargains or good things. They will find a way to come to your door if you will only invite them and make it worth while, through the medium of the newspaper they use, whether the class of readers is "high" or "low."



New drapery showroom at Daly & Morin Ltd., factory at Lachine, Montreal.

TO GET ADVERTISEMENTS READ

The advertisements of a retail store, to obtain and hold the interest of the reader, must do five things, according to Ernest C. Hastings, a New York advertising expert. These five things are:

1. Acquaint people with unfamiliar goods.
2. Remind people of things they need.
3. Give information about goods wanted.
4. Direct people where to get the goods.
5. Educate people how to use the goods.

Translating this into terms of the store it means:

1. Move goods out of the store by telling people you nave what they want.
2. Stimulate interest i ndifferent kinds or similar goods.
3. Sustain people's interest in the store between purchases or between visits.
4. Develop a sense of value in the customer's mind.
5. Multiply the customer's buying impulse. That is, induce the buying of merchandise which will leave so favorable an impression that customers will come back to your store for their other needs or wants.

TEN REASONS FOR SUCCESS

One of America's most successful retailers recently summed up the ten main reasons for his success as follows, says the "Advertising World":

1. He kept up with the times.
2. He did not try to do everything himself.
3. He took time for excercise and relaxation.
4. He maintained efficiency by developing able help.
5. He did not permit system to run nto red tape.
6. He did the little thins wiorth while.
8. He developed his capicity for large things by avoiding the pitfalls of detil.
9. He took frequent inventory of himself and his stock, and last, but least—
10. He was a regular and consistent advertiser.

The Saskatoon, Sask., Cabinet Works, Ltd., was recently incorporated with a capital of $10,000.

The "BETTER QUALITY" Furniture



No 2146
Tea Waggon
Quartered Oak or Walnut

One of the many new designs displaying the quality manifest in the large and varied line of

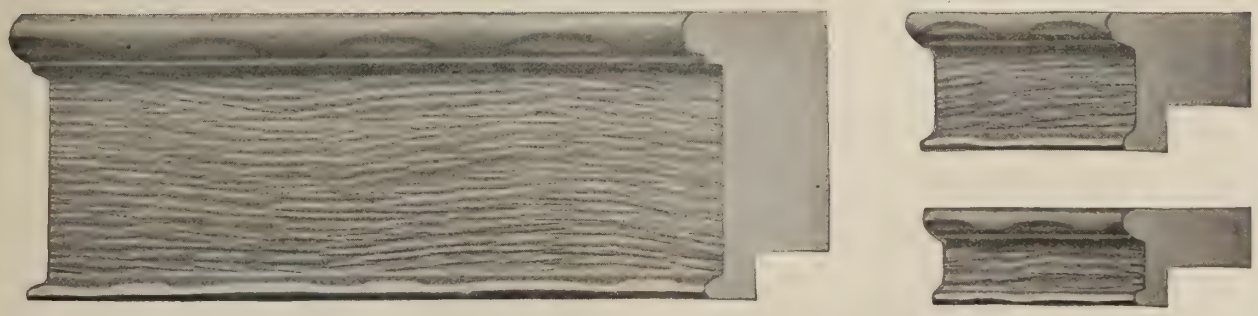
"COOMBE" Creations

of gift furniture.

We invite your inquiries. Prices and catalogue mailed upon request.

THE
F. E. COOMBE FURNITURE CO.
LIMITED
KINCARDINE, ONTARIO

NEW IDEAS IN MOULDINGS



No. 6116. A New Embossed Pattern in Powdered Gold Burnished.

The very latest ideas in design and finish are shown in our large selection of Picture Frame Mouldings. For the Christmas trade especially it is advisable for the dealer to handle up-to-date stock. Your order should be placed to-day to get Christmas delivery.

PHILLIPS MANUFACTURING COMPANY, LIMITED

258-326 CARLAW AVE., TORONTO, ONT.

Manufacturers of Mouldings, Frames, Mirrors

IN THE GOOD OLD SUMMERTIME

During the visit of the Stratford furniture manufacturers to the Maritime Provinces last summer not much mention was made of the part that W. J. Anderson of the Stratford Chair Co. played, but we can assure our readers it was a big part. We don't know what nick-name he secured, but we showed him pictorialy in several of th esmaller group photos. Until now we have been unable to secure him in picture in repose on that trip, but a kind friend has sent



us this group of "Old Hickory" Strudley, W. J. Anderson and a fisherman crossing the Straits to Prince Edward Island. The native has just finished telling a fishing yarn which has made the other two conclude that next summer they are going "down to the sea" for their annual fishing tourney.

VICTIM OF HIS OWN ADVERTISING

So many good ad. suggestions have come out of the Home Furnishing Bureau that it was not surprising to read this in the daily press recently:

The marriage of Miss Agnes Isabel Best, daughter of Mr. and Mrs. William James Best, to Mr. T. Lyle Blogg, of the Home Furnishings Bureau, Toronto, took place on the afternoon of Wednesday, Oct. 27, in the vestry of the High Park Presbyterian Church, Rev. J. D. Turnbull officiating. The bride, who was given away by her father, wore navy blue tricollette with hat of black plush and corsage bouquet of roses. The bride's sister, Miss Minnie Best, in pearl grey and henna with black hat and white roses, was bridesmaid. The groom's brother, Mr. Harold Blogg, was best man. The bride and groom left later to spend their honeymoon in East Aurora, the bride donning a drop-skin muskrat coat, the gift of the groom.

LLOYD COMPANY ENLARGING AMERICAN PLANT

Fifty-six thousand more square feet of space will be added to the present Lloyd factory at Menominee, Mich., before Feb. 1, 1922. The additional space will be added to old buildings rather than in a new one, as at first decided upon. The new plans cannot be given out in definite form, but it is understood that the old buildings will be raised to three stories and eventuallly made to agree in length. This will mean greater manufacturing possibilities as well as a much better looking front to the plant.

One hundred men have been added to the staff of late, making a total of 550 hands employed, and some of the departments are working overtime and with extra night shifts.

SOMETHING NEW—ELECTRICAL FURNITURE

One of the principal features of the New York Electrical Show held last month was the display of "wired furniture." Five items were shown—bed, vanity dresser, dining table, buffet and tea wagon. By using one of the wooden bedslats to carry all the essential wiring connections, the wiring of the bedstead was extremely simplified. On the right side of the bed were two outlets; on the left side there was one outlet and a push switch controlling a tubular lamp under the footboard. by which enough light is thrown on the floor at night to enable one to see to walk about, without disturbing the slumber of others in the room.

The vanity table had two convenient outlets for vibrator, curling iron and hair dryer, etc. A sliding board under the extension dining table carried the wiring for the four outlets. They were placed at the hostess' seat, for it is usually she who superintends the percolator, toaster, or waffle iron. Also, when the wiring connections are so unobtrusive, one can really appreciate the charm of electric table candles.

The tea wagon presented no serious difficulties for wiring —two outlets at the handle end serve samovar or chafing dish, while one connection was made with the baseboard. Thus the tea wagon has an added attraction, and the hostess can use her electrical tea things on the little social occasions when they are most appreciated.

Wiring the buffet (and the dresser, also) was accomplished by slicing off a few inches of the back of the top drawers. This gives safe and permanent wiring for the receptacles on either side, affording easy and inconspicuous connections for lamps, chafing dish, vacuum cleaner, and so on. The exhibit attracted much attention.

BERT MENZIE HANDLES NEW LINE

A letter sent us by an anonymous correspondent states that owing to the numerous bank robberies of late Bert Menzie has taken on a new line of bank furniture requisites for banks. Among these are bullet-proof desks, tellers' bombproofs, armored inkbottles, iron blotting paper, Stiletto pens, loaded rulers, typewriter machine guns, explosive inkbottles, etc. These being made by the Elite Furniture Foundry, near Scotia Junction.

NEARLY A CENTURY OLD

The Heywood-Wakefield Co., incorporated last spring, when taking over the Lloyd Mfg. Co. and other concerns, is now nearly a hundred years old, having been originally established in 1826. Since that time a great many companies making various furniture lines have been taken over by this concern.

A BEAUTIFUL DINING SUITE

Specializing on period dining-room furniture The Lippert Furniture Co., Ltd., of Kitchener, are placing on the market several new suites. One of them—the very latest, in fact—is No 2041, made in both walnut and mahogany. The table is a comodious one, and the diners are both comfortable and ornate. The buffet and china cabinet that form part of this suite are in keeping with the other items, all of which faithfully portray the lines of the period they emulate.

News of the Canadian Furniture World

Emil Dore has opened a new furniture store at Three Rivers, Que.

The Malcolm furniture factories at Listowel Ont., are running full time.

The Grimsby (Ont.) Steel Furniture Co., Ltd. is contemplating the erection of a new plant.

English & Williams, Owen Sound, Ont., have opened up an upholstering and furniture repair shop.

G. R. Stevens has been appointed Canadian Trade Commissioner with headquarters in Jamaica.

The Canadian Feather Exchange is the name of a new concern registered at 119 Elizabeth street, Toronto, as makers of pillows.

The J. B. Watson Furniture Co., Limited, Kincardine, Ont., manufacturers of wicker furniture, contemplate erecting an addition to their factory.

The 1922 British Industries Fair organized by the Department of the British Board of Trades' Overseas Department, will be held at London and Birmingham from Feb. 27 to March 10.

Business is now so brisk at the Langslow Co's factory at Cobourg, Ont., that it is necessary for a night shift to work several hours. Seventy-five hands are now employed in the furniture department.

L. S. Ermel, for many years connected with the Knechtel Furniture Company at Hanover, Ont., has opened up a furniture store in that town under his own name. He has a very modern and up-to-date store and has secured a large stock of high-grade furniture.

James Skinner, of Camden East, had the misfortune to lose his furniture showroom and three other buildings by fire on October 19th, through some cause unknown. Electricity is blamed for it, as too much power came to Camden East that morning. The insurance carried was $1,000.

Calvin H. Hill, vice president of the Heywood-Wakefield Company and manager of the Chicago factory, visited the Lloyd Mfg. Co's plant at Orillia, Ont., recently where he consulted with Alfred Lloyd who is manager of the plant.

The Progress Mattress Co's plant at Montreal was damaged by fire recently.

The organizing efforts of the Retail Merchants' Association in Kitchener resulted in enrolling over two hundred members within the space of three weeks recently. The campaign closed with the holding of the annual meeting at which officers were elected for the ensuing year. A review of the stewardship of the R M.A. was given by W. C. Miller, Provincial Secretary.

SIDWAY MERCANTILE CO. SPREADING OUT.

Owing to the increase of business in British Columbia territory, the Sidway Mercantile Company have opened a warehouse in Vancouver in charge of their British Columbia representative, Mr. Fred C. Myers, at 198 Hastings Street, West. It is the intention to carry in this Vancouver warehouse a representative stock of all lines and in this way be able to give prompt service to customers in that province and effect a considerable saving in freight charges as all Vancouver shipments will be made in carloads.

It is also of interest to the trade to know that during the last three or four months this progressive company has made considerable extension to its plant in Toronto and has installed a large amount of new machinery. These additions and improvements have been rendered necessary by rapid increase of business and constant addition of new lines.

BIG FURNITURE ORDER FROM OTTAWA

The following are the successful tenderers for furnishing part of the new Parliament Buildings at Ottawa: H. Krug Furniture Co., Limited, Kitchener, Ont.; Preston Furniture Co., Limited, Preston, Ont.; Castle & Son, Montreal; Broomsgrove Guild of Canada, Limited, Montreal; Henry Morgan & Co., Limited, Montreal; J. A. Ogilvie, Limited, Montreal; F. E. Coombe Furniture Co., Kincardine, Ont.; Interior Hardwood Co., Kitchener, Ont.; R. A. Sproul & Son, Ottawa, and Owen Sound Chair Co., Owen Sound, Ont. The main portion of the order went to the first three firms.

The furniture, which is being made from special designs prepared by the Government architect, is all in black walnut. It is to be of the highest class, the specifications calling for the maintenance of the furniture for twelve months after delivery. The total estimated value of the order is between $160,000 and $180,000.

The furniture consists principally of chairs, desks, couches, settees, tables, stands and racks, for the Governor-General's, Prime Minister's and Speaker of the Senate rooms; committee rooms, dining rooms, reading rooms, waiting and secretary's rooms. A large number of chairs are required, including easy chairs and chairs with and without arms. Couches to the number of 150 are ordered for the members' rooms; tables in three designs for the Commons' reading room, eight desks for ministers, a large number of tables for committee rooms, 15 square tables and 15 folding tables; extension tables and sideboards for private dining rooms, together with a quantity of settees, hat and coat stands, newspaper racks and screens.

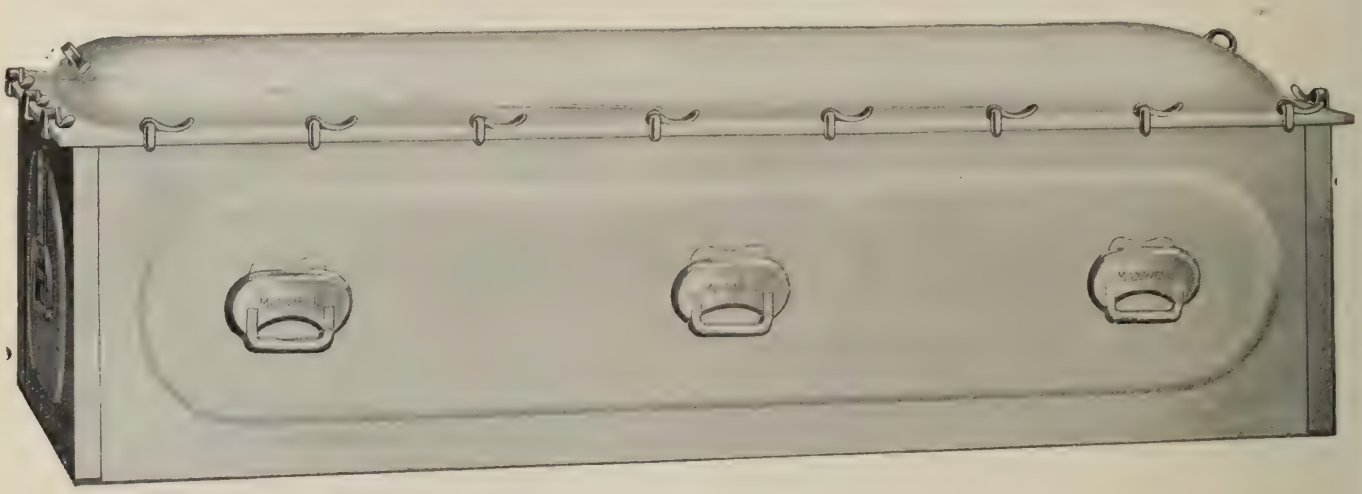
KITCHEN CABINET FACTORY AT BRANTFORD

The kitchen cabinet bed and bee supply business of the Ham Bros., with the factory on the north side of Elgin street, Brantford, Ont., has been secured by a syndicate of local men, under option, with the following directors: Joseph Ruddy, John S. Dowling, G. S. Matthews, George Wedlake, F. W. Frank, C. L. Messecar, John T. Ham, John R. Varey and James J. Warren. As soon as the option is taken up, a cash payment already having been made, it is expected that Joseph Ruddy will be appointed manager. The new firm expects to extend the plant now negotiating for the Canadian manufacture of a United States nationally advertised article.

NEW McLAGAN REPRESENTATIVE IN BRITISH COLUMBIA

Mr. James J. McGowan has succeeded the late Mr. George Dobson as British Columbia representative for the McLagan Furniture Co. of Stratford, Ont. Mr. McGowan formerly covered Manitobafor four years for the firm, and more recently was manager of the furniture department of the W. W. Cooper Co. of Swift Current, Sask..

THE MAXWELL
Sanitary Copper-Alloy Vault



"Positively the best in the World"

ABSOLUTELY GUARANTEED
for FIFTY (50) YEARS
to resist RUST and CORROSION

WATER PROOF - AIR PROOF - VERMIN PROOF

Because:

Manufactured exclusively of Copper Bearing Steel—the most rust-resisting Steel or Iron known to the art.

All Seams are Oxy-Acetylene Welded.

The cover is securely fastened by the Famous Patented Maxwell Eccentric Sealing Clamps, and specially prepared Perpetual Gasket positively seals the vault and excludes any possible penetration of water or air.

UNDENIABLY UNEXCELLED

Sturdily and rigidly constructed. Re-inforced cover. Will withstand the severest requirements of a Burial Vault.

Its light weight and sanitary features pronounce it the best shipping vault on the market.

All Leading Jobbers Carry Maxwell Steel Vaults In Stock

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y

Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

CAN EMBALMING BE SAVED?

IS EMBALMING WORTH SAVING?

Written for Canadian Furniture World and The Undertaker.

By HOWARD S. ECKELS, Ph.C.

IN previous articles I have written rather extensively about the very serious effect upon the profession of embalming which the general adoption of the vein injection method would bring about. Complete circulation is impossible by injecting the vein. Therefore the best preservation cannot possibly be produced by this method alone. Cosmetic effect is equally unsatisfactory, particulary where the body must be kept three or more dayas between the time it is embalmed and the date of interment.

That much is granted by even its advocates. Te effect which vein injection has upon arterial work is, however, quite as unsatisfactory. Considerable talk has emanated from the vein injection about producing back pressure, but in the last chapter it was pointed out how this very back pressure retarded ana even circulation from the arterial side anad produced a aspotted effect.

In other words, where the vein was injected the fluid from the arterial side—we are referring now to the face because there is practically no venous circulataiaon possible anywhere else—could penetrate only those portions of the face and wash out only the capillaries there which receive no fluid from the venous side.

Circulation from the arterial side clears up the complexion and produces a aclear cosmetic effect. Circulaation from the venous side, such as it is, forces the blood back and holds it in the tissue. It does this only in places with the result that where both veins and arteries are injected there will be quite considerable sections of the face receive fluid only from the arterial side and will be bleached out to a natural color, whereas, those spots which receive fluid from the venous side will be redder in color at the time of injection, gradually growing darker the longer the body is kept.

This produces a spotted face.

So much for the cosmetic effect where vein injection is used. There is, however, quite as important a phase of the subject which is not so thoroughly understood.

We have pointed out that the undertaker's only right to the protection of the license laws lies in the fact that he safeguards the health of the living by disinfecting the bodies of the dead.

If you cannot get complete circulation—and you cannot by vein injection—then most certainly you can destroy all the germs of neither disease nor decay.

The first appeal to the courts which established the unquestionable fact that a body so "embalmed" was not disinfected could result in the revocation of the license of the accused. If it were established in court that the vein injection method was one commonly practised, it easily might endanger the entire license system and the protection which it gives to the profession.

When I think where this now discredited "method" threatened to lead the profession, I am reminded of the story told by Norval A. Hawkins, the famous efficiency expert, formerly in charge of the Sales Department of the Ford Motor Co.

He tells how he once was called upon to suggest a method of preventing the factory employees from the littering of the floor around the cuspidor with mis-shots and cigar butts which struck the spitoon and bounced out.

Hawkins walked down the main aisle of the factory and noticed on either side at intervals of perhaps ten feet a row of cuspidors.

"You see," he reported to his superiors, "you have at intervals of a few feet extended 'invitations' to your men to spit or to deposit 'dead soldiers.' Not one man in five is a sure shot. If you want to get rid of the annoyance, withdraw the invitations and the cuspidors."

The solution was so easy and accomplished the results

THE FUNERAL DIRECTOR

The midnight hour, the darkest hour
That human grief may know,
Sends forth its hurried summons,
Asks me to come—I go!
I know not when the bell may toll,
I know not when the blow may fall.
I only know that I must go
In answer to the call.
Perhaps a friend—perhaps unknown,
'Tis Fate that turns the wheel,
The tangled skein of human life
Winds slowly on the reel.
And I?—the undertaker man,
"Blood-cold," you'll hear them say;
Trained to the shock and chill of Death
With a heart too cold to pray.
"Trained" is what they call it.
How little they know the rest—
All human, I know the sorrow
That throbs in an aching breast.

—Bennett Chappel.

so thoroughly that I can but wonder that even a few in our profession continue to extend an invitation to the courts to declare embalming ineffective and since it is ineffective, no longer entitled to the protection of the law.

There is another way in which this homely illustration well may serve:

Every public announcement of a death, whether by letter or by newspaper notice, is an invitation to the relatives and friends to visit the bereaved home and attend the funeral.

When he permits such an invitation to be extended, the embalmer takes upon himself the obligation to see that every scientific safeguard is thrown around the visitors. Every unembalmed and every imperfectly embalmed body is a menace to the public health, so that when an invitation to a funeral is extended by public notice or personal letter, the public has a right to expect of the undertaker the service which of course it is assumed he will render and upon which asumption is based the State's right to exclude from the profession all not qualified to thus protect the public.

Does it not follow as a matter of course that if the courts can exclude from the profession those not qualified, they can withdraw the license from those who do not perform the service which is expected of them.

RETURN CANADIAN SOLDIER DEAD

The most determined effort that has ever been made to permit Canadians equal privilege with the people of the United States in bringing back the bodies of their dead from the military cemeteries is being made by the Great War Veterans' Association. The matter was brought up at the recent convention held at Port Arthur, Ont.

This determination on the part of the Great War Veterans was made known by a personal letter to Mrs. R. Durie, of Toronto, who has been one of many to complain recently of the state of some of the military cemeteries in France.

The Supreme Achievement in Embalming Fluid

The next time you want Embalming Fluid, do not merely mention "Fluid," but insist on "CaranaC."

CaranaC Embalming Fluid

is a specially compounded chemical which will not alter in strength, and a fluid you can depend upon.

We Ship Promptly

CaranaC Laboratory

"The All-Canadian House"

Peterborough - Ontario - Canada

Western Professional News

From our own correspondent

Henderson & Company of Fort William, Ont., recently received a new Studebaker hearse. It is a beautiful conveyance and the community as well as the owner are well pleased with it.

W. J. Barker, Winnipeg, Man., is contemplating a move. His present landlord built a grocery right in his very front door, so this gives Mr. Barker the long looked for excuse to get out. It is rumored that somewhere on Broadway he will purchase a certain residence a short distance from where he is and remodel it to suit himself, building a garage to hold at least twelve cars—you can't beat Billy; go to her boy—you've as many friends as anyone in the business.

W. A. Edwards, Saskatoon, Sask., is rebuilding the block which he purchased lately, to make it suitable for the business—the work is nearly finished and as soon as the decorating is complete his new "Service House" will be ready to move into. You will notice that we mention "Service"—we believe Mr. Edwards was the first in Canada to use the word in print or advertising. A few years ago he got out a silver eversharp pencil which read in engraving upon its side:"Edward's Service"—and this was long before the word service was thought of universally as a proper term in connection with Funeral Directing.

Our associate editor recently met W. S. Yule of Swift Current while the latter was attending an executive meeting of all Saskatchewan's mayors. He had just returned from Saskatoon where he had taken his son Kenneth, 17, to the University to begin his college career. William loves Swift Current and there is every atmosphere in the world that would seem like home in Swift Current, for if anyone asks you, Billy Yule made the place out of nothing and it is some live town now comprising a most splendid type of citizens; but he is a home lover and would like to be located near his two children while they are obtaining their college education. We might mention that Saskatoon isn't the only place where there is a college, why don't some of you gentlemen in a city with a university make things attractive to Mr. Yule. He might take you up. Try him.

G. L. McKague has lately purchased a new block in Saskatoon and is building beautiful new quarters for his Funeral Directing business. The building has been erected in record time, taking less than four weeks to get the structure in shape to receive the inside decorations. On the ground floor there will be a reception room, two offices, one room for bodies lying in state, two show rooms to separate the class of caskets, chapel and garage for six cars. Above on the second floor will be living rooms or nine bachelor apartments. This will be one of the very nicest Funeral Homes in the West.

There are two funeral directors in Saskatoon and both of them work in perfect harmony. Both count on making every effort to attend the next meeting of the Canadian Funeral Service Association, in Toronto during the Annual Exhibition in 1922. We'll say to Billy Edwards and George McKague of Saskatoon, "That's the spirit, boys. Come along and bring the families. We'll try to return some of the wonderful hospitauity so prevalent in the North West.

Canicula Embalming Fluid

The Best there is

Kingston, Ont., June 14 1919

This is to certify that I have been using Canicula Embalming fluid for the past twelve years and have always obtained the very best results. I handle a great variety of cases, including dropsy, Bright's disease, apoplexy, puerpal fever, condiac disease, etc., and have found your fluid never to fail in the most severe cases. I embalmed the body of a two-months-old child on June 5th, 1916, injecting through the femoral artery, using 20 ounces of fluid. I am pleased to state that on June 15th, 1919, (being three years and ten days since treatment, no treatment having been administered in the meantime) the body was still in a perfect state of preservation. I also embalmed the body of a woman weighing 225 pounds of Bright's disease in a most advanced stage. I received the body on June 27th, 1919, and after treating the same, kept it until September 23rd, 1919, at which time it was shipped to a point distant 200 miles where it arrived in a perfect state of preservation. I consider these two cases, with many others, very severe tests for your fluid. I might further state to the profession that in my opinion there is no better embalming fluid manufactured, and as long as you continue to furnish me with the same quality of fluid as you have been doing, I shall use no other. Wishing you every success, I remain

Respectfully yours,
John Cornelius

The above letter is reproduced from the original in our files. We have many of these letters from customers who are more than pleased with Canicula Fluid.

Canicula Chemical Company

366 Bathurst Street, Toronto

CHAMPION CHEMICAL CO'S PRESIDENT DEAD

Mr. Baker, President of the Champion Chemical Company, died suddenly last month in Colorado Springs enroute to the Coast.

In the death of Scipio E. Baker the funeral directors' supply trade has lost one of its outstanding personalities. For nearly half a century he has exerted a noteworthy influence upon the industry. To him in no small measure is due the remarkable progress made in this important field during the past forty years. No history of the industry covering this important period will ever be complete without extended mention of Scipio E. Baker and the company to which and through which he made his important contributions, The Champion Chemical Company .

Scipio Eugene Baker was born at Donnelsville, Ohio, in 1860. He was the son of Dr. A. A. Baker and Margaret Miller Baker, the father being a physician and surgeon. As a country doctor's boy he had the advantage, like so many men of later achievement, of a childhood and youth spent in rural surroundings. Here were developed fundamental qualities of industry and integrity. Coming as a young man to Springfield, he entered Wittenberg College, from which he was graduated in 1878. After a short period spent in studying law, Mr. Baker entered the business world.

Business Connections

In 1884 he became manager of the Springfield Metallic Casket Company, and in the year following purchased a part interest. In those early days he often assisted with his own hands in the manufacture of the company's product. It was during this period that he founded the company to which later his energies and abilities were to be most largely devoted—The Champion Chemical Company.

Selling his interests in the Metallic Casket Company he associated himself with the firm of Mast, Foos & Co., makers of wind-engines and pumps. The following year he became interested in the salt producing industry and reorganized the Royal Salt Company of Kanapolis, Kansas, the presidency of which he retained throughout his life.

Mr. Baker's business and executive ability next found expression in the re-organization of The Foos Gas Engine Company of Springfield. Of this, he became president and treasurer.

As time went on his business connections multiplied, and he became interested in numerous manufacturing and business enterprises in Springfield. At the time of his death, he held the offices above mentioned, was president and treasurer of the Champion Chemical Company, and vice-president and director of the Springfield National Bank.

Among the industries under the direction of Mr. Baker, probably no other was quite so near his heart as The Champion Chemical Company, which in the early days of his business career he helped to organize.

The Champion Chemical Company

This enterprise was the outgrowth of the Hill Fluid Company, in which a part-ownership was held by Mr. Baker's father. To the early development of The Champion Chemical Company, the professional knowledge and skill of the father had thus largely contributed. To the son, Scipio E. Baker, has been due its later revelopments, its ontstanding record of success, and the building up of the organization which is continuing the service upon which that success rests.

The Champion Chemical Company was a pioneer in developing improved methods of embalming, and in perfecting high-grade embalming fluids. As in the case of other companies controlled by Mr. Baker, the quality of the product has always been regarded as the prime factor to be considered. In this field more than in almost any other, Mr. Baker taught his organization absolute certainty of results is possible only through uniformity and dependability of product. Hence quality, rather than price, has been the key word in the company's plant.

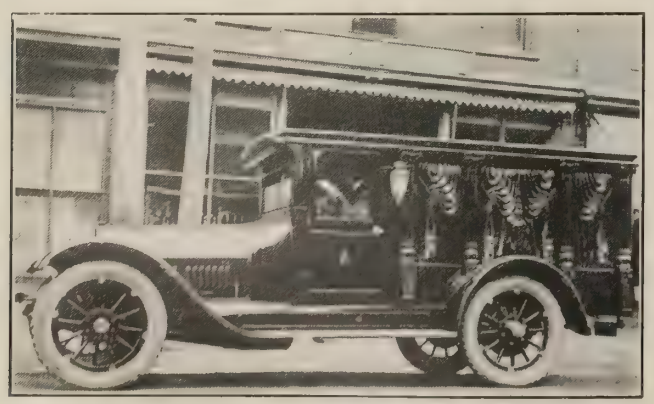
The scope of the company's service has been greatly widened since its founding and early expansion by Mr. Baker. Its line now embraces nearly everything required in the modern direction of funerals. One of the products of the Champion factory is a complete line of steel grave vaults. Among them is the oldest of grave vaults. The latest to be evolved, a vault of particular design and quality, perpetuates the name of Mr. Baker. It is the ambition of the organization developed by Mr. Baker to preserve the honorable tradition surrounding the company's past, to continue to emphasize the principles by which it has made its good name, and to serve with increasing usefulness its clientele of friends and patrons.

Illness and Death.

Up until a few days prior to his death, Mr. Baker continued his business activities. On the 16th of September, accompanied by his wife, Mrs. Jessie Foos Baker, he left on a business and recuperative trip through the west. Hearing of her father's serious illness his daughter Margaret hurried westward. Mr. Baker was not destined to return alive. What seemed to be only a cold when he left Springfield developed into a form of pneumonia and he passed away in Bethel Hospital, Colorado Springs, on Sunday morning, September 25th.

During the business years of his active life, Mr. Baker became a well-known and useful member of society, with activities leading in various directions. He was well known in a social way, quietly active in philanthropies, a club man, a Mason and a Knight Templar, and a communicant and official member of the Methodist Episcopal church. He found time to travel, and made a trip around the world.

A circle of business acquaintances and friends extending throughout the country will remember with respect and admiration his qualities of sterling integrity, of untiring devotion to his tasks, and of loyal adherence to worthy principles. The companies which he organized and developed will perpetuate the high ideals of this worthy leader in the business world.



New motor hearse, part of the equipment of J. W. Buck, Beamsville, Ont.

Knowing how to do a thing, when to do it, and why it is done. That is what the world pays big money for.

Do not let the little imp that hops on men's shoulders persuade you that you are discouraged.

Punctuality is an old-fashioned virtue, but life would be a mess without it.

A GROWING EASTERN ONTARIO FIRM

Hicks & Irvine of Picton, Ont., and formerly of Smithville, building up a splendid connection.

One of the outstanding funeral directing firms of Eastern Ontario is that of Hicks & Irvine of Picton, composed of G. M. Hicks and A. C. Irvine.

Mr. Hicks is a Prince Edward County boy, first seeing the light in that county thirty-nine years ago. In 1914 he started a furniture and funeral directing business in the village of Smithville, in Lincoln County, purchasing the then existing business of H. Gracey. The business at that time was very small, but through his efforts Mr. Hicks worked up a connection which was one of the best for a village of its size in the Niagara district.





G. M. Hicks (left) and A. C. Irvine (right), proprietors of a growing funeral directing and furniture business at Picton, Ont.

In April, 1919, Mr. Hicks took into partnership with himself a native of Lincoln County, also thirty-nine years old, in the person of A. C. Irvine, changing the firm name to Hicks & Irvine.

The business continued to grow and in January, this year, the firm decided to sell their Smithville business and purchase a larger one, so in April last they bought the furniture and funeral directing business of Buchanan & Minaker at Picton, taking possession on June 1, since which time their business has been increasing rapidly.

Their funeral equipment is first class in every respect, having a motor hearse mounted on a Chandler chassis; a Baby Grand sedan, which they use for funerals; and they have also added a beautiful new motor ambulance and casket wagon. This was built by Ed. C. Nicholson & Son of St. Catharines, Ont. It is mounted on a Studebaker chassis.

Along with their other equipment Hicks & Irvine use a Frigid lowering device and grave linings. They have recently remodelled their casket rooms, and carry in stock a splendid line of the best in caskets.

In furniture Hicks & Irvine carry a line of the highest grade furniture and claim they are in a position to give the people of Prince Edward County the best service possible.

DEATH OF MR. MURDOCH

After an illness extending over several years, Joseph Murdoch, father of Miss Mary Murdoch, accountant for Snow & Co., Halifax, N.S., passed peacefully away on October 19, at his residence, 19 Brunswick street. The deceased, who was 85 years of age, had been a resident of Halifax for over three score of years and was respected and esteemed by all with whom he was acquainted.

Mr. Murdoch was born in Schleswig-Holstein, and was for years an officer on the Cunard S.S. line. After retiring from the seafaring life he entered the coal business from which he retired eight years ago. Since that time he has been confined to the house. He leaves a widow and one daughter, Mary, to mourne their loss. The funeral after Mass at St. Patrick's Church proceeded to Holy Cross Cemetery.

Joseph Murdoch was first officer on the ship that brought Mr. John Snow to Halifax in 1865.

F. W. WALLACE CELEBRATES BIRTHDAY

CANADIAN FURNITURE WORLD AND THE UNDERTAKER has been fortunate in securing the aid of Mr. F. W. Wallace, of Sussex, N.B., for the sending of Maritime news concerning our fellow laborers in the East. Mr. Wallace is resting comfortably at his home just now, following his retirement from the editing of the *Canadian Funeral Director*, which he has looked after during the compilation of its thirteen annual volumes. Mr. Wallace on Nov. 5 celebrated his 63rd birthday by attending a dinner tendered him at the Almshouse. He says he put in a strenuous and lively day—on the hop all the time. Congratulations!



New motor hearse just added to Hicks & Irvine's equipment.

DE BALL GAME AT ISLAND PARK

(By one who was there)

The funeral service men won, the travellers lost easily, 14 to 13, and the reason was young blood—trained, organized, who were *there* showing classy team work. The excuse is that the "Knights of the Grip" were too fat, flabby and foolish or else were too hardboiled, sure and overconfident.

It is now rumored that R. S. Flint's gang of yelping coyotes are being reorganized with th eassistance of a former college instructor of athletics, and that they have blood in their eyes, sand in their teeth and chips on their shoulders, waiting for next year.

Bob is right in reorganizing his nine roughnecks but we think he should get the leopard trainer from the zoo, especially to tame the captain and his band of noisy birds—as far as the attitude is concerned the tougher those dudes get the better Funeral Service likes them, for the latter always takes care of surplus blood and "nashy" teeth, to say nothing of chasing obstinate ball players out from under their chips.

Seriously, though, the game was a peach—although a little one-sided, as usual. For instance, there was only one side to first baseman Hoover, who moved himself around like field artillery and crippled runners with the same efficiency. You see at home Monroe Hoover moves houses, pulls stumps, and strong arms around generally, in Selkirk, just to keep his muscles fit. Clarence Buck says Monroe is strong enough to be his own pallbearer, which may account for his first base stand, but who in the world would want to take all the joy out of life and the fun out of a funeral by carrying one's own casket to its last resting place? Supose the man who is mean enough to do that would pull in his own dirt after himself.

Speaking of scores, wonder if the Travellers now believe in the number thirteen? Ask Elmer York. He was the hardest hit at first place by the Hoover armor, and, believe helpers who had practised first aid during the world war.

Mr. Pence, sales manager of the Champion Chemical Co. Springfield, Ohio, was the only fielder having a perfect day and this boy covered the whole outfield, until Evel came on the scene, having about five outs to his credit. Oh, yes, we mustn's forget Captain Evel; he is a crack-out fielder, when he is at his station—but the likes of McGraw couldn't keep Harvey out far enough to get the high four base hits, and it is whispered that Ferguson and Flint are going to place him in the infield close enough so that he wont miss any of the gossip. Captain Evel is a dinger, but he's so darn fraid that something will be said during the game that he won't hear that he can't stay on his job if he is ten feet away from the batter. So he will either be stationed at first base or in the box—the former is the position he is best adapted for.

And who mentioned the brilliant playing of Chas. Butler of St.Catharines? Why not? This man is a real ball player and a good athlete in general—by far the best all-round man the Funeral Directors have. He played on the picked team in France before royalty on Dominion Day, and has the distinction of being known as one of the best ball players who went over-seas. This fact together with the news that Billy Britton of Listowel, captain of the funeral service nine played professional ball in years gone by, and who proved it by knocking a home run with his straw hat on, makes the plot thicker than puppy love—no wonder the travellers finished at the brush end of the cow. Why these two jugglers alone should give an ordinary base ball nine ten scores to start on and finish the game in 4½ innings nine tallies ahead without rain. When, those fowl are some pair of cockerels. Handsome, too, and don't they hate themselves? Yep, about like a movie star saving a drowning girl from the icy waters of the Yukon.

And now for the Reception Day Ball Game the sum-total is this: Manager Flint of the Travellers' rogue gallery tailenders goes on record as being the noisest, best-natured howler and complainer present, with Captain Dr. Ferguson running him a close second until the last quarter, when Bob finished the race alone Doc developed the heaves and lost his voice, likewise the game.

Shorty McLaren caught a good game; never missed a ball except those going over his head, which you will notice is almost five feet from the ground. His oponent from the F. D.'s., Lorn Bartlett, is also a dandy player, but the sun was in his eyes during the pinches. Pitchers??? Yes there is the wonderful Dave McMurray. We mean wonderful in size and good humor—the most earnest man in the game. In fact he was so sure that he was the only man on his side when he fielded a ball he would trip over to first base like Jumbo going for a morning dip, with the same quietness as that noticed in the Rockies when it thunders.

But the real first baseman was noticed in the form of Ed. Meadows of Woodstock, a funeral director working for the Travellers. Shows that the two teams are on speaking terms, but a word to the F. D.'s: get that man for he is a good player and he belongs to you. Ed fields like a fairy angel dreaming of bubbles husband and grasps the horse-hide sphere with the same agileness—get me? You know what I mean.

Oh, yes, there is C. W. Buck; say, as a ball player this Ex-Royal Air Force bird is a good flyer. Why if Clarence had a fish net to catch the ball in he'd probably drop the darn thing and take a nose dive after the pellet and chase it all over the field. But we think with the proper coaching he'll be great, juggling pacifiers over in his new home at Beamsville.

Speaking of wicked service men, did you see how far Ross Becket of Brantford knocked Doc Ferguson off third base? This, Ross sayas, is the machine-gun cleaning run—knock out the baseman and then make it home. But Doc says it feels like a gas effect when you are coming out of it, sort of sick-a-de-bell and black-a-de-blue all over.

Charlie Smith of Barrie and Roy Wansbrough of the Sterling Casket are still battling with young Fleury over which of the three are the best all-round stars and we come to their relief with the news that no part of the ball game would be complete without either one of them; they catch balls like a street car conductor does nickels and bat like inmates of the old women's home killing flies to dot a birthday cake—what more could one ask for skill, if any?

Batting for the day? The honors go to Dr. Ferguson, who had one home run, one tripple and two two-base hits to his credit in five times-up making three of the Travellers scores. Bob Flint is responsible for this. He had Doc so scared that he was going to give him a good licking if they lost that Doc tried to make all the runs himself—so much for this year's game.

We have no advice to give the side of the Funeral Service, But to the Travellers—take ye heed, caution thyself aplenty; get together, organize, practice and learn to play ball. And this applies to the over-ripe umpires, Billy Knetchtel of Toronto and Roy Speers of Preston—Amen.

A "Fine" Morning

Motorist (arrested for speeding)—"A fine morning, isn't it, Judge?"

Judge—"It is. Ten dollars, to be exact.

Undertakers Shipping Directory

ONTARIO

Aylmer—
Pierce & Co.

Barrie—
W. D. Middikin.

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.
Williams & Cann.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Chatham—
A. L. Jahnke.

Dungannon —
Sproul, William

Elmira—
Chris. Dreisinger.

Fergus—
Geo. B. Thomson. Office phone, 194. Residence phone 209.

Hamilton—
Blachford & Sons.
57 King Street West
Dodsworth, A, H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler, proprietor

Kingston—
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Midland—
A. Barrie.

Mount Forest—
Walsh & Weston.

North Bay—
F. J. Martyn.
Wagar Furniture Co. Ltd.

Orillia—
Mundell, J. A. Phone 126
150 Mississaga St

Ottawa—
Geo. B. Burney, formerly of Rogers & Burney, 338 Somerset St., Phone, Queen 81. Geo. B. Burney, H. B. Burney.

Oshawa—
Luke Burial Co.
D. W. Dalton, Motor Equipment.
Disney Undertaking Co.

Owen Sound—
R. A. Breckenridge.

Paris—
H Hudson & Son

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.
P. R. Williams & Sons.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Downs & Fleming.

Toronto—
Cobbledick, N. B.
1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
The Fleury Burial Co.
685 Queen St. E.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Walkerville—
A. Norris & Son.

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Whitby—
Nicholson & Seldon.

Windsor—
A. Norris & Son.
J. A. Oates.

Woodstock—
Paul Bedford.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

ALBERTA

Banff—
Jas. A. Reid
346 Otter Street.
P.O. Box 53. Phone 99.

QUEBEC

Montreal—
Geo. Vaudelac, 1329-1332 Rue Cadieux and 68-70 Rue Rachel. Phone. St. Louis 1203.
Tees & Co.,
912 St. Catherine St. W.

NEW BRUNSWICK

Moncton—
Tuttle Bros.,
171 Lutz St.

St. John
P. J. Fitzpatrick,
98 Waterloo St.

The Canadian Dollar Is Worth 100 Cents

At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

H. S. ECKELS & CO'S CANADIAN LABORATORIES

Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.

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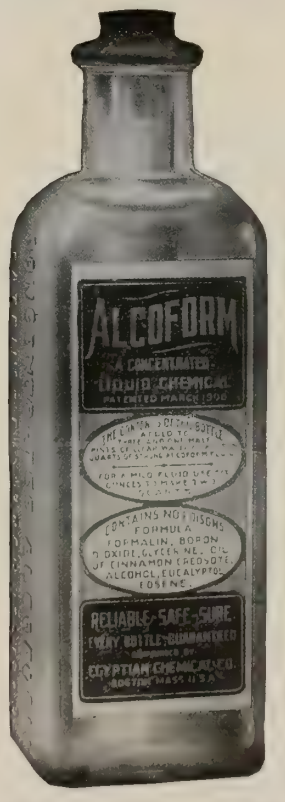
Walter & Co., E.... 22

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

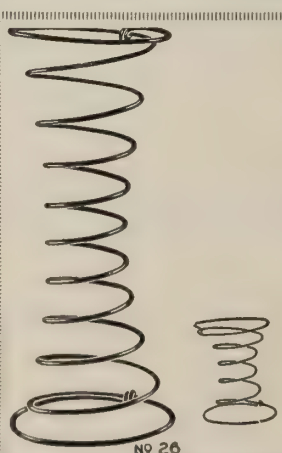
Egyptian Chemical Co. Boston, U.S.A

WANTED—Position by Licensed Embalmer; 2 years experience; neat appearance and good references. Am able to take charge of business. Apply to Box 133, Can. Furniture World, 51 Wellington St W, Toronto. 21-8

LICENSED EMBALMER AND FUNERAL DIRECTOR desires position at once. Has had wide experience managing undertaking business; 2 years experience with furniture. Can furnish best of references. Apply Box 132 Furniture World, 51 Wellington W., Toronto.

TO AUCTIONEERS—Young man wants position to qualify for auctioneer; some experience; can furnish good references; not afraid of work. Apply Box 130, Canadian Furniture World, 51 Wellington W., Toronto.

POSITION WANTED—Qualified embalmer and funeral director, twenty-four years old, height 5 ft., 9 in.; single; can drive motor. Have had eighteen months experience with a reliable firm. Can furnish references. Apply Box 131, Canadian Furniture orld, 51 Wellington St, W., Toronto.



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited
Guelph, Canada



CHAMPION CHEMICAL COMPANY

Dr. G. W. Ferguson, Canadian Manager, 38 Leuty Ave., Kew Beach, Toronto

Canadian Mfg. Plant, WINDSOR



You will find behind this seal a spirit of progressiveness and co-operation.

Watch for it on the stationery and in the advertisements of your furniture manufacturers.

Home Furnishings Bureau

Bank of Hamilton Annex
Toronto

Vol. XI., No. 12

Published by The Commercial Press, Limited
51 Wellington West, Toronto

DECEMBER, 1921

The Canadian FURNITURE WORLD

AND THE UNDERTAKER



Toronto, December, 1921



Kitchener Furniture Exhibition

A splendid display of "Sterling" Furniture will be shown in Malcolm & Hill Building, Kitchener, January 9 to 23. This will give dealers another excellent opportunity of proving that "Sterling" furniture is well named. They can then see how it is possible for them to give their customers complete satisfaction, with gratifying results for themselves. You are cordially invited to visit this Exhibition, and we shall heartily welcome you. ¶ We realize that our happiness at this Christmas season is greatly influenced by the spirit of goodwill and feeling of friendliness that have been shown by our customers on all sides. We genuinely appreciate the patronage we have received, and hope that such relationship will continue and develop as the New Year progresses. ¶ To one and all we extend the warmest greetings for a Merry Christmas and Happy New Year.

Sterling

Furniture

Our aim is to make goods up to the standard our trade mark "Sterling" implies in every respect

W. J. ARMSTRONG, LIMITED - GUELPH, ONTARIO

STRATFORD  FURNITURE

Why Carry Imitations ?

Very few of your customers are likely to buy an imitation article when the genuine can be had. That is the case with Genuine Reed Furniture.

STRATFORD FURNITURE EXHIBITION

JANUARY 9 TO 21

New designs in Reed Suites will be shown as well as a wide range of Old Hickory Furniture.

Dealers should make a point of attending this Exhibition. It keeps them in touch with the latest ideas, and is worth while.

THE IMPERIAL RATTAN COMPANY, LIMITED

STRATFORD - ONTARIO

STRATFORD FURNITURE

Stratford Furn

January

It is now a matter of days until a new year will be upon us. Before the old year slips away allow us to express our thanks and appreciation for the favor in which our productions are held by our customers. The business which has been given us during the last twelve months points to the fact that McLagan Furniture is giving ever increasing satisfaction. We hope that we can maintain and ever increase your confidence in us through upholding and following the policies that have made our reputation.

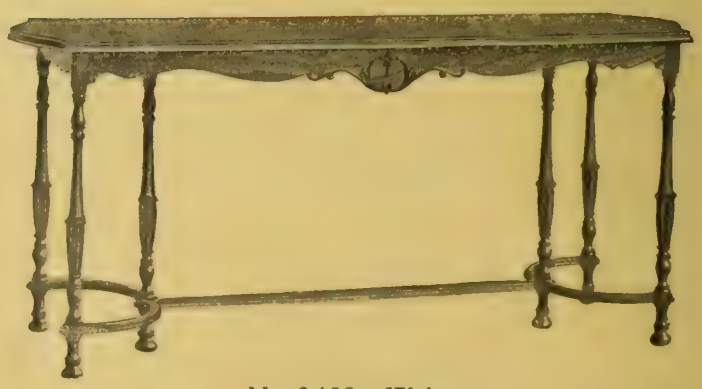
To all our customers and friends we extend Heartiest Christmas Greetings, and it is our hope that the new year will bring a greater degree of health and prosperity to one and all.

The McLagan Furn

Stratford



No. 6007—Mahogany and Walnut



No. 8429—Walnut

STRATFORD FURNITURE

iture Exhibition

9 to 21

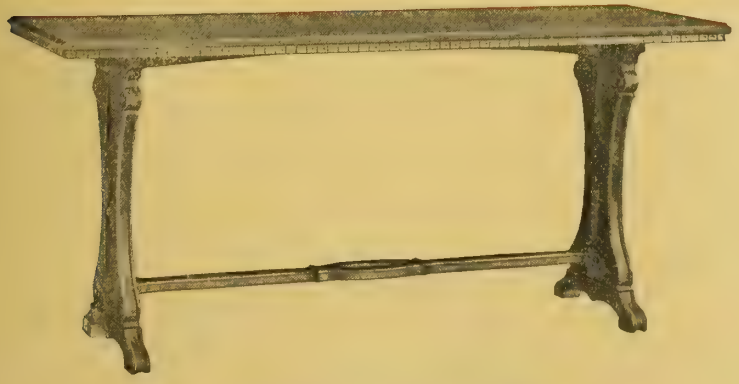
We believe that without a doubt our exhibit this year will be the largest and best in our history. Our display will be made up almost entirely of new designs which should be of real interest to dealers from every part of Canada. The productions which will be shown represent the very latest developments in furniture manufacture; the McLagan reputation for quality being as rigidly upheld as ever.

The values to be offered this year are nothing short of exceptional, and for this reason alone, if for no other, dealers should decide now to come to Stratford in January. We can promise you the best and most worth while exhibition yet, so come and let us give you a warm welcome.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED.

ture Co., Limited

Ontario



No. 8430—Oak and Walnut



No. 6006—Mahogany and Walnut

STRATFORD FURNITURE

Stratford Furniture Exhibition Jan. 9 to 23

Just at this time a little variation from the regular grind of business is very welcome. The Stratford Furniture Exhibition, January 9 to 23, offers an excellent means of mixing business with pleasure, and will also have a beneficial effect on your business during the months to come.

At this exhibition our display of furniture should interest you.

Many of our Chesterfields will be shown, either Daven-o bed construction or stationary, and also Living Room Suites of new and beautiful designs.

In the manufacture of Kroehler Furniture there is no detail that escapes the watchful eyes of our competent staff, which is evidenced by the fact that Kroehler Furniture is sought after and appreciated by both dealer and patron.

Come to our Exhibition, let us assure you of a warm welcome.

The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

Christmas And New Year - Greetings

It is with pleasure that we view the advancement of the Kindel Bed Company during the last few years; and while we believe that the excellent quality and high standard of our productions are leading factors in that success we must realize that the dealers have been the means of attaining it.

The gratitude which is due to these dealers is not easily expressed, and we ask you to accept our sincere thanks for the helpful part you have played.

It is our hope that the coming year will be one of even greater co-operation and mutual benefit.

May the year 1922 stand above all previous years for happiness and prosperity, and may your Christmas joys be many.

The KINDEL BED COMPANY, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

The Season's Greetings

This season is a particularly fitting time for the expression of good wishes to our patrons and friends.

It is with real sincerity that we extend to the members of the furniture trade our best wishes for both a joyful Christmas and a happy, prosperous New Year.

For the share of your business which you have accorded us we are extremely grateful, and our feeling of appreciation is mingled with our best wishes for your success in the future.



The Globe-Wernicke Co. Ltd.

STRATFORD FURNITURE

Furniture Exhibition

The New Universal Bookcase

The latest developement of the Globe-Wernicke Co., Limited

In it years of experience find their expression.

Beautiful in design, elegant in finish, perfect in proportions.

The desk section of the "Universal" style fits perfectly into the sectional plan.

Furnished in Quartered Oak, Imitation Walnut, and Imitation Mahogany.

We can only urge you to judge for yourself the remarkable qualities of the new Globe-Wernicke "Universal".

AT THE EXHIBITION

See the new "Universal" the 33" and 16½" Filing Sections and the big new line of Office Desks.



STRATFORD, ONT.

STRATFORD  FURNITURE

Our Heartiest Good Wishes for the Coming Year

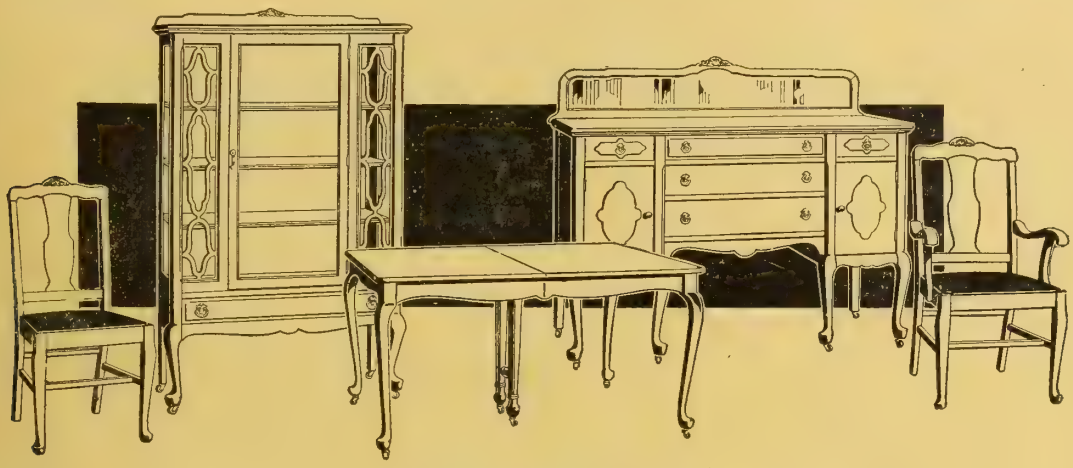
Time passes—and once again we find ourselves in the midst of the Christmas season, a time of joyfulness and mirth. Although we are looking forward to the New Year with greater hopes and plans, we cannot do better than acknowledge our endebtedness to our patrons for their generous support during the past year. It makes this season more enjoyable for us when we realize that we are continually adding to our list of friends, and it will start us off on the new year with greater enthusiasm and a renewed desire to merit more than ever the complete and continued confidence of our customers. May the spirit of co-operation and good-will be ever present in our business dealings with the trade, so that the end of another year will tell a story of greater happiness and prosperity for all. May success be your companion during 1922, and this Christmas replete with good cheer.



The Stratford Chair Company

STRATFORD ONTARIO

STRATFORD FURNITURE



Dining Room Suite No. 680

Stratford Chair Furniture

Stratford Furniture Exhibition

January 9 to 21

Stratford Chair Furniture is an ever popular line which is noted as a trade builder, and which has a reputation for giving satisfaction to dealers as well as to their customers. This interesting line should not be overlooked at the Stratford Furniture Exhibiton, to which every dealer is cordially invited. Stratford Chair Furniture makes an appeal to a wide range of customers through its beauty, quality and price. It can be handled profitably by any dealer, and we strongly advise you to take this opportunity of examining it for yourself.

MEMBER HOME FURNISHINGS BUREAU, INC. 1921 — BETTER FURNISHED HOMES MEAN GREATER HAPPINESS — TRADE MARK REGISTERED

The Stratford Chair Company

STRATFORD ONTARIO

STRATFORD FURNITURE

The coming Stratford Furniture Exhibition should be valuable as a source of real trade information to dealers who can attend. Every dealer who is making his business a a live factor in his district cannot afford to miss this important exhibit. Our display will be located in the Kindel Bed Co., Building and will be well worthy of your inspection.



STRATFORD FURNITURE EXHIBITION

JANUARY NINTH *to* TWENTY FIRST NINETEEN TWENTY ONE



The Compliments of the Season. We feel that we cannot improve on the simple and sincere words of the old, old greeting which we now extend to the furniture trade—

A Merry Xmas
and
A Happy New Year

THE STRATFORD MANUFACTURING COMPANY, LIMITED
STRATFORD - ONTARIO

STRATFORD FURNITURE

Stratford Furniture Exhibition

January 9 to 21

The complete line of "Royal Easy Chairs", the new line of Divanette Suites, Chesterfields and Easy Chairs, in many new designs with new and attractive coverings will be displayed in our showrooms during the Stratford Furniture Exhibition. No doubt every dealer is planning for greater business in the coming year, and with this in mind our line should be given careful consideration. Remember it has a reputation behind it, and is a builder of lasting business. Make it a point to see this display.

A Merry Christmas to all our Friends and Customers in the Trade



No. 4

The Farquharson Gifford Company

Stratford - Ontario

STRATFORD FURNITURE

The Old, Old Greeting

It is our hope that the year 1922 will be a prosperous and happy one for our many dealer friends, and that for them this Christmas will be one of Joy and Mirth.

Furniture Exhibition at Stratford
January 9 to 21

This Exhibition should be a magnet to every dealer. Make the benefit you will receive be a value to you throughout the year. We are offering some specially attractive prices on our Brass Beds for the Exhibition. Be sure to see this display.

STRATFORD BED COMPANY, LIMITED
STRATFORD - ONTARIO

EVERY FURNITURE DEALER

who wishes to keep in touch with the progress of the Furniture Business should not fail to visit the

FURNITURE EXHIBITION

to be held at

STRATFORD, ONT. JANUARY 9 TO 21

WE fully appreciate that the feelings of goodwill and friendliness which have existed between ourselves and our customers in the past are to our mutual advantage.

It is therefore our heartiest wish that such relationships continue in the year that is now dawning.

Let us wish you a joyful Christmas and a full measure of success during the coming year.

The "Meaford Line" will be well represented at the Stratford Furniture Exhibition which is to be held from the 9th to the 23rd January. Make up your mind now to pay us a visit — you will be heartily welcomed.

The Meaford Manufacturing Co., Limited

MEAFORD - ONTARIO

A Speed Up Selling Scheme

for January and February

The National Advertising for Gibbard Solid Walnut Dining Room Suites will have as a feature a real **Speed Up Selling Scheme** for January and February.
Every customer who purchases a Gibbard Suite from the dealer during these two months will be given

A Present of a Peerless Table Mat at Gibbard's Expense

The wide advertising of this "Gift" will surely speed up sales. In addition, each Gibbard Suite will carry the Gibbard Solid Walnut Guarantee, which is another strong selling feature.

Come To Stratford

January 9 to 23

See Our Exhibit

in the Farquharson-Gifford Building

Look over our line of Solid Walnut and Solid Mahogany Furniture. Get full particulars of the Gibbard "Speed Up" Selling Scheme. See copies of the large advertisements we are going to run in the newspapers the first part of 1922. It will pay you to handle a line that is backed up with aggressive advertising and selling methods.

Gibbard Solid Walnut

The Gibbard Furniture Co.
of Napanee, Limited
Napanee, Canada

TORONTO

FURNITURE EXHIBITION

TO BE HELD IN

The New Million Dollar Arena

Exhibition Grounds

This building has been built expressly for trade exhibition purposes, and is the finest of its kind in America—110,000 square feet floor space—well heated, well lighted. The following exhibitors have reserved space :

Beach Furniture, Limited, Cornwall.
Canadian Feather & Mattress Co., Ltd., Toronto.
Canadian Carpet & Comforter Co., Toronto.
Gold Medal Furniture Mfg. Co., Ltd., Toronto.
H. E. Furniture Co., Limited, Milverton.
Kilgour Davenport Co., Toronto.
Lucknow Table Co., Lucknow.
Lea Trimble Mfg. Co., Toronto.
Le Page Communion Cup Co., Toronto.
Malcolm & Souter Furniture Co., Ltd., Hamilton
Marshall Ventilated Mattress Co., Ltd., Toronto.
North American Furniture Co., Ltd., Owen Sound.
North American Bent Chair Co., Ltd., Owen Sound.
Owen Sound Chair Co., Ltd., Owen Sound.
Reliable Mattress Co., Toronto.
Toronto Specialty Mfg. Co., Bradford.
Andrew Gray Co., Ltd., Owen Sound.
Sidway Mercantile Co., Toronto.
Carriage Factories, Ltd., Orillia.
Geo. R. Gregg & Co., Toronto.
Lloyd Mfg. Co., Orillia.
Dominion Brass Bed Co., Limited, Montreal.
Arrow Bedding Co., Toronto.
De Luxe Upholstering Co., Limited, Kitchener.
Canada Mersereau Bed Co., Limited, Toronto.
Hespeler Furniture Co., Limited, Hespeler.
Montreal Upholstering Co., Montreal.
Morlock Bros., Limited, Hanover.
Knechtel Kitchen Cabinet Co., Limited, Hanover.
Toronto Bedding Co., Toronto.
McClary Mfg. Co., Limited, London.
Peppler Bros., Limited, Hanover.
Renfrew Refrigerator Co., Renfrew.
J. B. Watson Furniture Co., Limited, Kincardine.

This Exhibition affords an opprtunity to see many representative lines under one roof. The Toronto Transportation Commission will provide car service direct to the Exhibition Building. Special arrangements are being made with all the leading hotels for reservations for visiting dealers during the Exhibition. Make Toronto your headquarters when visiting the January Market.

January 9 to 21

TORONTO FURNITURE EXHIBITION

TORONTO *Office : 215 Victoria Street* **CANADA**



A Message of Thanks

On reaching another milestone on the road of business, we must pause to thank the many customers who have helped us along. It is indeed a pleasure to consider the many friends and patrons we have made, and it is also a pleasure to look forward to another year of pleasant business relationships, when we hope to give even more efficient service than in the past.

Our earnest hope is that this season will be an exceedingly happy one, and that the approaching year will be one on which you can look back with undisguised pleasure. . . .

Canadian Rattan Chair Co., Limited

Victoriaville - Quebec

Hespeler Furniture

The year that is just ending is one which we can look back upon with a great deal of satisfaction. We feel that during that period the ties linking us to the furniture trade in Canada have been extended and strengthened. We sincerely appreciate the loyal support awarded us, and it shall be our constant endeavor in the future to increase the existing feelings of goodwill through the maintainance of high quality in our productions and improved service. May you enjoy a Happy Christmas Season and may the New Year bring you happiness and business success.

HESPELER FURNITURE EXHIBITS *Jan. 9 to 21*

We are having two furniture exhibits this year: One in our factory showrooms at Hespeler Ontario and the other at the TORONTO FURNITURE EXHIBITION in the *Arena, Exhibition grounds Toronto.* In both these exhibits we will show a large number of designs that are not now listed in our catalogue. These values offered are unusually attractive. Make a point of seeing at least one of these exhibits—it will be well worth your while.

The
HESPELER FURNITURE COMPANY
LIMITED
HESPELER ONTARIO



AGAIN IT IS A PLEASURE TO US TO THANK THE TRADE FOR THE HELP THEY HAVE GIVEN US AND THE GOOD-WILL THEY HAVE SHOWN DURING THE PAST TWELVE MONTHS. PERMIT US TO EXPRESS OUR WARMEST THANKS, AND WISH YOU ALL A CHRISTMAS OF UN-BOUNDED JOY, AND A YEAR TO COME OF GREAT SUCCESS AND PROSPERITY.

Brantford Willow Works

Brantford - Ontario



OUR WISH

Although we feel that we would like to shake each one of our customers by the hand, which of course is impossible, we must content ourselves by taking this opportunity of expressing our heartfelt appreciation of the agreeable business relationships now existing between us—may they long continue.

It shall be our constant endeavour to increase our efficiency in the matter of service and satisfaction to our customers, which we hope will help a little in making 1922 a year of happiness and prosperity for them.

May your Christmas be bright and joyful

The Standard Bedding Company

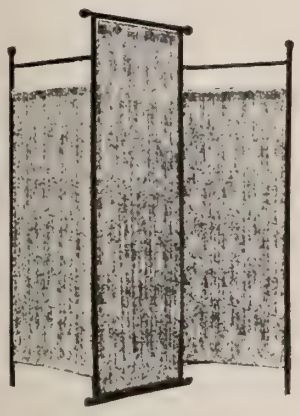
27-29 DAVIES AVENUE - TORONTO, ONTARIO

OTTERVILLE - ONTARIO

Are you prepared to meet the demand of your customers for

Christmas Goods

A selection of our Christmas Specialties in your store will be appreciated by your customers—and bring you profit.



No. 40 Screen



No. S18 Jardiniere Stand



No. S19 Jardiniere Stand



No. 85 Screen

Attractive articles are always appreciated—Ours are attractive—Try a sample order—They will please you.

We suggest—**Screens, Round and Square Rod—Smokers Stands—Folding Chairs and Card Tables—Folding Book Stands—Jardiniere Stands—Invalids' Bedside Tables—Bed Trays and Back Rests.**



S14 Smoker



S17 Smoker



S16 Smoker



S15 Smoker

Otterville Manufacturing Company, Limited

OTTERVILLE :-: ONTARIO

At This Christmas Season



WE SEND OUR WARMEST WISHES FOR YOUR HAPPINESS. MAY SUCCESS AND GOOD FORTUNE CROWN YOUR EFFORTS DURING THE COMING YEAR, AND LET THIS CHRISTMAS BE ONE OF THE HAPPIEST YOU HAVE HAD. WE EXTEND OUR SINCERE THANKS FOR YOUR PATRONAGE IN THE PAST AND PROMISE OUR FULLEST CO-OPERATION DURING THE COMING SEASON.

THE ELLIS FURNITURE COMPANY

INGERSOLL - ONTARIO

HEARTY GREETINGS

It is again our pleasure and privilege to greet you heartily at this season when joy and mirth prevails. Let us thank you for the kindness you have shown to us, and wish you all prosperity in the future and a happy bountiful Christmas.

VISIT OUR DISPLAY

We will have a representative collection of furniture at the Furniture Exhibition to be held in Toronto from January 9 to 21. We hope that every dealer who possibly can will avail himself of the opportunity of inspecting this line.

H. E. FURNITURE COMPANY, LIMITED

MILVERTON ONTARIO

FOR 1922



We hope that we can add a little to your happiness at this mirthful season by extending to you greetings for a joyful Christmas, and health and prosperity in the year that is fast approaching.

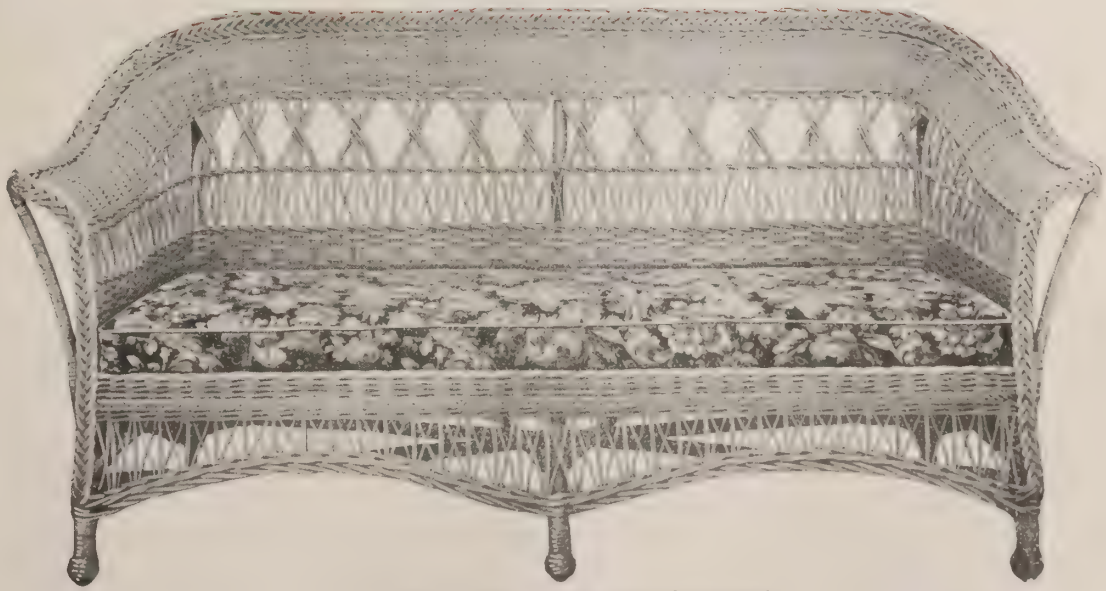
Realizing, as time goes by, that we are gradually making more friends in the trade who appreciate our policies and service, and who through their support help us along, we take this opportunity of tendering our sincerest thanks.

We are having a display of our furniture at the Exhibition Arena, Toronto Exhibition Grounds, January 9 to 21. We hope to have a large number of dealers come, and a cordial invitation is extended to you.

MEMBER HOME FURNISHINGS BUREAU INC 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS
TRADE MARK REGISTERED

The J. B. Watson Furniture Co., Limited

Kincardine - Ontario

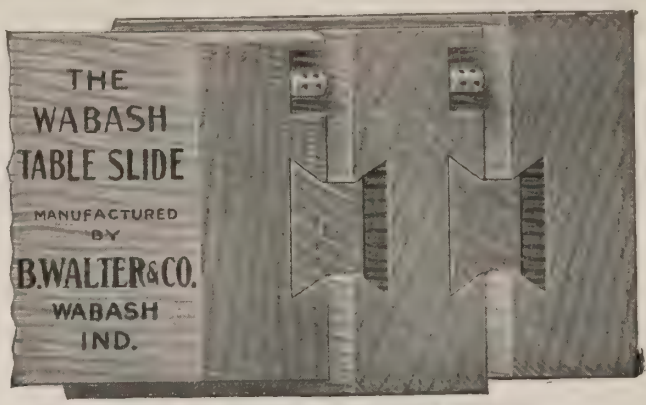


No. 1080 S.—Settee, Chairs and Rocker to match.

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
A. B. Caya, 28 King St. E., Kitchener, Ont., successor to Frank A. Smith

HAVE YOU LOOKED INTO MATTHEWS MIRRORS?

THEY REFLECT PLEASED CUSTOMERS

See our new framed line.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA

Christmas 1921 New Year 1922



To You and Yours—*Health and Prosperity*

May happiness and contentment be yours at this Joyous Christmas Season and may the year 1922 surpass your greatest expectations of business.

The Canadian Feather and Mattress Company, Limited
TORONTO and OTTAWA



41st SEASON, JANUARY 2nd TO 31st, 1922

YOU too will profit by regular trips
to this greatest of exhibition buildings

MANUFACTURER'S EXHIBITION BUILDING COMPANY

1319 S. Michigan Avenue - - CHICAGO, ILLINOIS



Our Special Offer to buyers in gross lots will interest you. Write for particulars.

ELITE
FOLDING TABLE

ESTABLISHES TRUST

No matter how small an article you sell a customer, if it gives entire satisfaction and fullfills your recommendation, your customer is pleased and you have established trust in your store. The Elite Folding Table gives such all-round satisfaction—quality, convenience, usefulness, appearance, etc.—which combined with the profit derived make it an article that is welcomed by every farsighted dealer.

Hourd & Co., Limited Sole Licensees and Manufacturers DEPT. W LONDON

A Joyful Christmas To You

With the closing of another year we wish to express our thanks for the support and patronage we have received at the hands of so many furniture men. We hope that your Christmas will be a joyful one, and that each day of the coming year will bring with it prosperity and health.

The Ball Furniture Co., Limited
HANOVER - ONTARIO

SEE THE NEW
Sidway

BABY VEHICLES

At Toronto Furniture Exhibition

January 9th 21st, 1921

We will show our complete line of baby carriages, strollers etc. at Toronto Furniture Exhibition and cordially invite the inspection of visiting dealers.

Sidway Mercantile Company

864 Dufferin Street **Toronto, Ontario**



¶ At other seasons of the year it is not always possible for us to express our thanks and appreciation in the way we would like to. At this happy season however, when joyful greetings are the order of the day, an opportunity is afforded of expressing our goodwill to the trade and our unqualified appreciation to those dealers in particular who have favored us with their patronage during the past year. We hope that we have merited a continuance of that patronage. ¶ May Health Happiness and Prosperity crown your efforts during the coming year, and may this Christmas be a happy and joyful one for you and yours.

THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO

LUCKNOW TABLE CO.

We extend our sincerest greetings to the Canadian Furniture Trade,

and wish to thank them for their patronage during the past year. Our wish is that your Christmas may be bright with joy, and that the coming year may be marked with health and prosperity.

Nothing but Tables— Tables nothing but right

The Toronto Furniture Exhibition promises to be of a very interesting character, and a source of valuable information and new ideas for dealers who attend. You will have an opportunity of seeing our very latest productions, which we hope will take their place in your plans for the coming year. This is an opportunity to become better acquainted — take advantage of it.

THE LUCKNOW TABLE COMPANY
LUCKNOW ONTARIO

LUCKNOW TABLE CO.

Coombe Furniture Display AT KITCHENER

January 9 to 21

Dealers who like to keep posted on the latest developments in the manufacture of furniture will be sure to visit our display at the Kitchener Furniture Exhibition January 9 to 21 in the Malcolm and Hill factory. Many new designs will be shown, which with the usual Coombe quality cannot fail to impress you with their value as trade builders. ¶ These designs have been planned with the idea of better satisfying the tastes of your customers, thereby rendering greater satisfaction. Come and inspect them for yourself—you will be glad you came.

¶ May Yours Be A Generous Share of Health, Happiness and Prosperity in the Coming Year. And this Christmas one of Joy and Gladness . . . . . .

The F. E. COOMBE FURNITURE CO., LIMITED - KINCARDINE

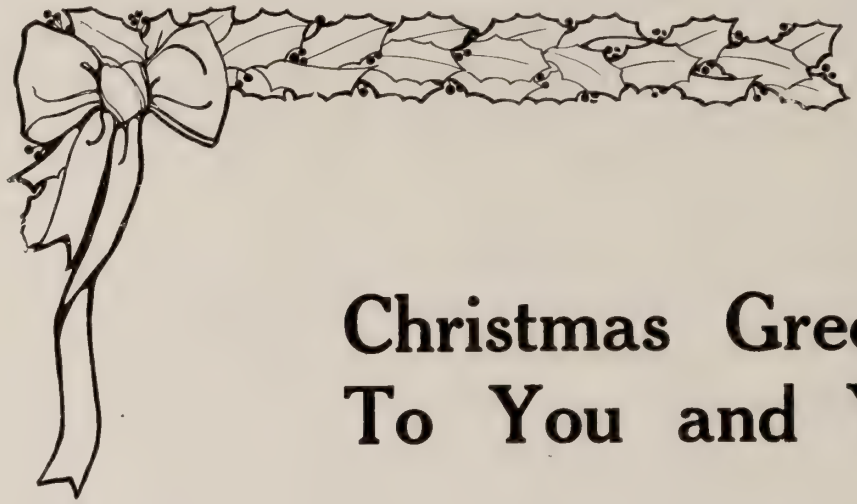
The Gendron Manufacturing Co., Limited

Makers of Children's Vehicles



Wishing
our many friends
A Merry Christmas
and
a bright, prosperous
and
Happy New Year

The Gendron Mfg. Co., Limited
TORONTO



Christmas Greetings To You and Yours

¶ While joyfulness is the predominating spirit of Christmas time it is usually tempered with a genuine feeling of thankfulness. Our wishes for your happiness and prosperity go hand in hand with our appreciation of your relationships with us.

¶ Mutual business advancement in the future depends to a very great extent upon friendliness and sincerity, and in that spirit we extend to you the season's greetings — A prosperous year during 1922 and a joyous Christmas.

The Andrew Malcolm

KINCARDINE



Buffet No. 220

We Invite You To Our Furniture Exhibition

which will be held in the Malcolm & Hill factory at Kitchener from the 9th to the 23rd January. Dealers will then be able to see the most up to date Malcolm creations, and judge more properly of their value to them. We feel assured that our display this year will be better than ever before. We are constantly endeavoring to supply the dealer with furniture that helps to a large extent his success in his business.

Leave your business for a day
or two to come and see us.
We will welcome you.

Furniture Co., Limited

LISTOWEL

THERE'S DANGER AHEAD

Merchants who do not keep a constant check on their stocks are operating on thin ice. It is true that they have been able to get "rush" orders filled in record time during the last year but that time is just about ended. From now on the successful merchant will be the man who carries stock as in the days of yore.

We desire to warn our dealers as to the dangers ahead if they do not place immediate orders for their Spring supply of Lloyd Loom Baby Carriages. Baby Carriages to-day sell every month because the birth rate is nearly the same each month. But many persons do not buy carriages in the Winter and hence the Spring demand will be greater than during the rest of the year. With the birth-rate on the increase it is very evident that the baby carriage sales next Spring are going to be larger than ever.

Our factory is operating day and night. We know how great the demand will be in the Spring and we want to be ready for it. We are also adding 56,000 more square feet to our factory because of our faith in coming business. However, it matters not how much we stock nor how swiftly we operate our great plant, we will not be able to handle our orders promptly in the Spring unlsss thousands of dealers do their share by ordering now. We are making liberal terms.

Our Baby Carriages and Wicker Furniture will be at the big Chicago Furniture Market in January

THE LLOYD MANUFACTURING CO.

ORILLIA HEYWOOD—WAKEFIELD COMPANY **ONTARIO**

ANTHES—GREETINGS—BAETZ

We are glad to number so many among the Canadian Furniture Trade whose patronage through the past year is a further revelation of confidence in us and in our lines.

We hope that this Christmas is the finale of a year of progress for you and that the new year will open up a richly prosperous period for the entire trade.

Our best hospitality will be extended to every visitor to the Kitchener Furniture Exhibition, January 9 to 21. The Anthes building will be a centre of great interest, containing a really notable display of our lines. Featuring many new creations our showing is one you cannot afford to miss—*Come.*



Anthes Baetz Furniture Company
Limited

DINING ROOM AND CHAMBER FURNITURE

Kitchener - Ontario

Associated with
Baetz Bros., Specialty Co., Limited
Portable Lamps, Silk Lamp Shades

Associated with
Baetz Bros., Furniture Co., Limited
Living Room Furniture

Hearty Good Wishes for the coming year.

At this milestone of the years, when retrospection is common, let us not dwell too much on the past, but look forward to the future with more enthusiasm to serve. Our desire to render greater service is kindled by the knowledge that we have received loyal support from a great many dealers in the past, and to them we owe our thanks. To them also the greatest attention and consideration is due in the future. May yours be a full measure of Christmas joys, and a year of great success and happiness.

The H. KRUG FURNITURE COMPANY
LIMITED
KITCHENER - ONTARIO

Dont forget the Kitchener Furniture Exhibition from January 9 to 23, and don't forget to examine the Krug line of furniture. Let us give you a hearty welcome.

HEARTY CHRISTMAS AND NEW YEAR GREETINGS TO OUR CUSTOMERS AND FRIENDS

We extend our thanks and appreciation for the generous share of patronage that has been extended to us by the Furniture Dealers of Canada. It is our earnest wish that the year 1922 will contain for you a large measure of happiness and prosperity.

January 9 to 23 is the period set for the Waterloo County Furniture Exhibition to be held at Kitchener.

A large selection of our medium priced Period Chamber Furniture of the latest design will be shown at our showrooms.

MEMBER HOME FURNISHINGS BUREAU INC. 1921. BETTER FURNISHED HOMES MEAN GREATER HAPPINESS. TRADE MARK REGISTERED

This display should be of real advantage to furniture men with an eye to business, and to them a cordial invitation is extended.

MALCOLM & HILL, LIMITED

Head Office
KITCHENER

Branch Factory
LISTOWEL



With The Season's Greetings

IN greeting you again at this festive season with the season's compliments, we would like to express our thanks also for the spirit of goodwill and friendliness which has been shown by our patrons during the year just closing. Our hope is that we may be able to render even more efficient service during the year 1922.

We will have a display of our furniture in the Jacques Furniture Co. Showrooms at Kitchener, January 9 to 23, and we would impress upon dealers the advantage to be gained by paying a visit to this exhibit. Our latest productions will be shown, and our invitation to come is heartily extended to all dealers.

Strathroy Furniture Co., Limited

Strathroy - Ontario

Cromwellian Oak Suite

Illustrations are from a new suite that is far removed from the ordinary run of plain oak designs, in fact, something that is decidedly distinctive in Plain Oak. We can now make immediate delivery on this suite. Place your order now.



No. 84—Dresser
Height 67 inch.; Top 20x40; Mirror 22x26



No. 84—Dressing Table
Height 55 inch.; Top 18x34; Mirrors 22x12; 18x8 inch.

January Furniture Exhibition



No. 84—Bed
Slat 54 inch; Head 50 inch.; Foot 36 inch.

New period designs in Bedroom Furniture will be the outstanding feature of our Exhibit in our factory showrooms in January. Every furniture dealer in Canada should come out to the Exhibition this year. Displays will be far in advance of any that have been made in the past.



No. 84—Chiff.
Height 55 inch.; Top 20x32 inch.

THE JACQUES FURNITURE COMPANY, LIMITED

KITCHENER - ONTARIO

Reitzel Furniture Display
Waterloo

The inspection of our productions should be of interest to progressive furniture men, and our display at Waterloo offers a splendid opportunity for doing so. We welcome dealers from every part of Canada, and hope that our many business friends will not hesitate to pay us a visit. Our display will be held in the E. O. Weber Building, Waterloo, from January 9 to 23.

The Seasons Greetings

May the year 1922 bring happiness and prosperity to you and yours, and may this festive season be generous in its joys.

REITZEL BROTHERS - WATERLOO, ONT.

Specialty Upholstered Furniture is a line that has proved itself a friend to the dealer, and in anticipation of a successful year to come every dealer should see our display at the KITCHENER FURNITURE EXHIBITION from the 9th to the 23rd January 1922.

It is our privilege to extend to the trade, the heartiest Christmas greetings and good wishes for the year 1922. . .



SPECIALTY UPHOLSTERING CO. - WATERLOO, ONTARIO

Christmas Greetings

YOU ARE COMING TO OUR EXHIBITION AND WE WILL MEET YOU IN THE GOOD OLD FASHIONED WAY.

E. O. WEBER, LIMITED WATERLOO, ONTARIO

MEMBER HOME FURNISHINGS BUREAU, INC. 1921
BETTER FURNISHED HOMES MEAN GREATER HAPPINESS

A Prosperous New Year and A Christmas of Joy



¶ Our gratefulness to the trade for their patronage throughout the year adds to our happiness at this joyful season, and it is with genuine sincerity that we express our thanks. ¶ We look forward with a great deal of pleasure to the future, as we feel that our friends in the trade will not hesitate to continue their patronage, and we hope to repay them amply, through good quality and service, for their confidence. ¶ We shall take every opportunity of rendering service to the trade, which we hope will make the new year a very prosperous and happy one.

The Lippert Furniture Company, Limited

Kitchener Ontario

KITCHENER FURNITURE EXHIBITION

January 9 to 23

Our exhibit will be made in our permanent showrooms in the auditorium on Queen Street, Kitchener. Many new and distinctive designs will be shown this January and every dealer should make an effort to come and see them. A cordial reception will be given all visiting dealers.

THIS year more than ever, we are putting our whole energy behind the Furniture Exhibition which will be held in our factory showrooms from January 9 to 23. This exhibition of Everything for the Living Room will far surpass anything that we have previously shown, being made up almost exclusively from new designs. Decide right now to see this display, you will find it worth while.

Best wishes for A Merry Xmas and A Happy New Year to all our many friends in the trade.

SNYDER BROS. UPHOLSTERING COMPANY, LIMITED
SNYDER DESK AND TABLE COMPANY, LIMITED
WATERLOO . . . . . ONTARIO

WE EXTEND TO YOU THE TIME HONORED GREETING

A Merry Christmas and a Prosperous New Year



The business friendships that have been made during the last twelve months have not failed to impress us with a feeling of gratefulness. We appreciate what they mean to you and to us. So we ask an opportunity to help you in the days to come as we have tried to do in those gone by. We hope you will avail yourself of the opportunity of seeing our display of furniture at the Kitchener Furniture Exhibition, January 9 to 23, in the Auditorium, Queen Street South. We are convinced that it will be well worth every dealer's time to visit this exhibition.

GEORGE H. HACHBORN AND COMPANY
KITCHENER - ONTARIO

OUR APPRECIATION

We are never without a feeling of gratefulness to the trade for their splendid patronage, but it is only at this season that the expression of our appreciation is particularly appropriate. ¶ A simple "Thank You" seems cold, but it is sincere. ¶ Happiness and success in your undertakings is our wish for you during 1922, and may this happy Christmas season be enjoyed to the full by one and all.

REMEMBER OUR EXHIBIT IN OUR FACTORY SHOWROOMS AT THE MIDWINTER FURNITURE EXHIBITION FROM JAN. 9TH TO 23RD

WATERLOO BEDDING CO., LIMITED WATERLOO

Midwinter Exhibition
in our
Permanent Showrooms

Wunder Furniture is not the kind that drags along at a loss to the dealer, but it moves along briskly—at a profit.

A full representation of our lines will be shown in our permanent showrooms from January 9 to 23. Dealers who are alive to the value of carrying quick-selling furniture will not fail to pay us a visit. The salesmen in attendance will give you all information desired, and will do everything they can to make your visit a pleasant one.

THE ADDRESS IS
36 King Street West, Opposite Walper House

We greet you at this season with feelings of good-will and gratitude, and our earnest wish is for your happiness and good fortune.

The Wunder Furniture Mfg. Co., Limited
KITCHENER - ONTARIO

A Display of Kreiner Furniture

Not only those dealers who carry Krenier Furniture to their advantage but many others, will find something of interest and value in our display at the KITCHENER FURNITURE EXHIBITION, January 9th to 23rd. A hearty invitation is extended to visit this exhibition. The knowledge you will gain will stand you in good turn.

To the members of the furniture trade we extend the heartiest compliments of the season.

J. KREINER and COMPANY

KITCHENER ONTARIO

VISIT THE

MUNDELL DISPLAY

MAIN FLOOR

Y.M.C.A. BLDG., KITCHENER

January 9 to 23

ONE BLOCK FROM THE WALPER HOUSE

A Joyous Christmas and a New Year of happiness is our sincere wish to the trade

We will have a complete showing of our line at this exhibition, including several new designs in Livingroom Suites, Chairs, Rockers, Tables, Smoker's Stands, etc. We will also show some new upholstering coverings which are exceptionally fine. Dealers should not miss this large and complete display—it will be worth while.

There's no more appropriate time than this to express our thanks for the continued support we have received from our customers. We look forward to the new year with hopes of greater service, and through the maintenance of high quality to increase the confidence of the past year.

JOHN C. MUNDELL & COMPANY, LIMITED

ELORA ONTARIO

A Happy Yuletide

Our good wishes go forward to the many friends and customers we have in the trade. Your generous support has been fully appreciated and it is with sincere feelings of gratitude that we wish you all the compliments of the season.

At the Kitchener Furniture Exhibition in our permanent showrooms at the DeLuxe Upholstering Company Building Jan 9 to 23 will be shown a complete new series of permanent designs that are particularly attractive and distinctive. You must make it a point to see these new suites.

The Beaver Furniture Company, Limited

Kitchener -:- Ontario



Best Wishes

We can assure our many customers that our greatest desire is to be able to serve you to your entire satisfaction. The many courtesies that have been shown us during 1921 have not gone unappreciated, and we take this opportunity of expressing our gratefulness.

A Christmas of Joy and Plenty, and a year to come with 365 days of health and success for one and all is our sincere wish.

Kitchener and Waterloo Furniture Exhibition

Our display of furniture will be held in the showrooms of the DeLuxe Upholstering Co. from Jan. 9 to 23 to which we hope many of our friends will come. A hearty welcome awaits you.

The Art Furniture Company, Limited

Kitchener - Ontario

Display of Upholstered Furniture

The handling of upholstered furniture that comes within the reach of the average purchaser has been a profitable investment for many dealers during the past year. Glady Upholstered Furniture is most suitable in this respect. In quality of materials, workmanship, design and price, it satisfies the customer. Examine it for yourself at the Waterloo Furniture Exhibition, January 9 to 23. You will be convinced that your plans for next year would be incomplete without it.

At this Christmas Season we are glad to extend the compliments of the season to our friends in the trade. We hope it is as great a pleasure to you as it is to us to look back upon the amicable spirit which existed in business dealings of the past year. May the spirit of good-will be augmented in the year to come.

H. W. GLADY UPHOLSTERING COMPANY

Corner Union & Herbert Streets. Phone 400
WATERLOO :: ONTARIO

Even in Doll's Carriages—Why not the best



No. 71

Please compare these patterns and prices not with those listed at $2.00 and $3.00 but rather those listed at $10. and $12.



No. 72

These prices hold as long as the stock lasts. They cannot be produced at this price at present.

C. H. HARTSHORN, Kitchener, Ont.

Send your orders to Gem Crib and Cradle Co., Kitchener Ont.
Our Selling Agents'

Come To Waterloo

AS in most other businesses keener competition is arising daily in the furniture trade, and it is the dealer who keeps informed up to the minute, and uses his information to advantage, who makes the most progress. We therefore wish to impress every furniture man with the necessity of visiting Waterloo during the Furniture Exhibition. Woeller Bolduc Quality is built and maintained on reputation, so the dealer who is planning a more progressive year should inspect this line at the coming exhibition.

Our permanent show rooms are opposite the G.T.R. depot at Waterloo. Take a note of the date now, January 9th to 23rd, 1921

As we start in on another year let us try to increase the feelings of goodwill and friendliness that now exist in business dealings. This we feel will help make the coming year happier and more successful. We wish you all a Christmas of genuine happiness, and a year of advancement and health.



WOELLER, BOLDUC & COMPANY

WATERLOO ONTARIO



May this be your merriest Christmas, and may 1922 be your brightest and happiest year.

Kitchener Furniture Exhibition

January 9 to 23, 1922.

Do not fail to visit Kitchener. We will make your visit as pleasant and instructive as possible, and you can be assured of a welcome both warm and genuine.

Such an exhibition offers an opportunity of getting better acquainted with each other, and interested dealers will have a splendid chance to inspect the Schierholtz line of furniture, of which a large variety of designs will be on display at the new Y.M.C.A.

SCHIERHOLTZ FURNITURE CO., LIMITED

NEW HAMBURG - - ONTARIO



Sturgis Baby Carriages of Character

and

Twelve Reasons Why You Should Have Them

AUTOMATIC HOOD ADJUSTER—Just push the button to adjust the hood. No thumb screws to tighten. The hood is locked wherever set. It cannot jar loose and hurt baby.

BEAUTY AND INDIVIDUALITY—Sturgis Baby Carriages are really beautiful. They are made in a great variety of designs, to suit any individual choice.

THE UPHOLSTERY—Sturgis Baby Carriages are truly upholstered; not just lined.

QUICK-DETACHABLE WHEELS—The wheels are locked on the axles by quick-detachable hub caps that can be taken off and put on in a jiffy without soiling your fingers.

LASTING LUSTROUS FINISH—The beautiful lustre does not wear off. You can wash a Sturgis Carriage with soap and water any time, and the finish will look as good as new.

HOLLOW STEEL GEAR—The hollow steel chassis makes the Carriage light without sacrificing strength.

PRICE—There is a Sturgis Baby Carriage built for every purse. All high-grade, but many are very low in price.

FAMOUS LUXURY SPRINGS—Sturgis Luxury springs protect baby from all jars and bumps. They never lose the easy-riding qualities.

PATENTED PUSHERS—The pushers are attached to the running gear by patented clamps that reinforce the joint and make the construction unbreakable.

AUTOMATIC POSITIVE BRAKE—The Automatic Safety Brake locks the wheel at the hub. A Sturgis Carriage with the brake set cannot run away and endanger baby.

HAND-WOVEN GENUINE REED—All Sturgis Baby Carriage Hoods and Bodies are made of genuine imported reed of the best quality, hand-woven by skilled artisans.

QUALITY—The Sturgis is a "Quality" Baby Carriage, built on the square. It lasts and satisfies.

Sturgis Baby Carriages will be displayed in the DeLuxe Upholstering Co. Building during the Kitchener Furniture Exhibition from January 9 to 21.

Sturgis Baby Carriage Company, Limited

60 Sumach Street, Toronto, Canada

Yuletide Greetings



Don't forget our Exhibition in Kitchener, January 9-23

Display in E.O. Weber Furniture Building

Our good wishes at this Christmas Season are extended to you with the greatest of pleasure. Our appreciation of the patronage we have received is apt to go unexpressed except at this season which offers a favorable opportunity for doing so. Let us thank you therefore most heartily, and wish you a Merry Christmas and a Happy, Prosperous New Year.

The Elmira Furniture, Co., Limited

Elmira - Ontario



Our heartiest good wishes for a joyous Christmas are extended to our numerous patrons and friends, and our sincerest wishes are expressed for their happiness and prosperity during the new year.

COLLERAN SPRING BED CO., LIMITED

TORONTO - ONTARIO



Don't Run Short of Linoleum---Your Supply is Near

Within easy distance of your store, by 'phone or messenger, there is a "Dominion" jobber who has a complete line of Dominion Linoleum Floor Coverings.

It never pays to allow your stock to run low—either of yard goods or rugs—your inability to supply what appears a trifling order is as annoying to your customer as it is unprofitable to you.

Keep up your stock to full capacity—our advertising is creating constant demand and the merchants who are availing themselves of this feature are drawing substantial benefits.

Use our display materials—our show cards—our paper patterns—our window trim—they add to the interest of your store.

On Sale At All Jobbers

Dominion Oilcloth & Linoleum Co. Limited

MONTREAL

We Gladly Greet You



at this joyful season with expressions of appreciation of the many courtesies and favors shown us during the last twelve months by our friends in the trade. Our pleasure is augmented when we believe that these pleasant relationships will be continued during the year that is now approaching. It is our hope that your aspirations will be realized as the year advances and that each day will bring happiness and success in its wake. May your Christmas be bountiful and genuinely happy.

Toronto Furniture Exhibition

Let us remind you that the Toronto Furniture Exhibition will be held from January 9 to 21. We hope that we will have the pleasure of seeing many of our business friends at that time. We would impress upon you the value of this exhibition to you as a furniture man, and when you come let us give you a real warm welcome.

Morlock Brothers Limited

HANOVER - ONTARIO

GOLD MEDAL LINE

We extend to all our Friends and Customers Heartiest Christmas Greetings and hope that all will have a very Prosqerous and Happy New Year.

Keep in mind the great

FURNITURE EXHIBITION

to be held in

Toronto, January 9 to 21 1922

At the

New Arena, Exhibition Grounds

TORONTO

We shall be there with all our New Lines and a great deal to show you that will interest you.

The Gold Medal Furniture Mfg. Co., Limited

TORONTO UXBRIDGE WINNIPEG

THE GOLD MEDAL BEDDING CO., LIMITED, MONTREAL

TORONTO

Furniture Exhibition

No dealer can afford to miss the Furniture Exhibition at Toronto, which will be held from January 9 to 21.

Those who have not been handling our line should make a special point of proving to their satisfaction that it will be a business builder for them.

We shall endeavor to make your visit a pleasant one.

Be sure to keep the date in mind.

The increase in demand for Montreal Upholstering Company furniture during the past year, shows it to be a line that meets with the dealer's approval.

May you enjoy the greatest measure of happiness and contentment at this Christmas Season, and may prosperity be with you during the New Year.

JANUARY 9 TO JANUARY 21

Montreal Upholstering Co.

1611-1613 Clarke St., Montreal, Que.

BOOSTING THE CHRISTMAS FURNITURE GIFT BUSINESS

Suggestions that will help the furniture dealer increase efficiency during the Christmas season

By W. J. BRYANS

HOW are you hooked up for this year, anyway, so far as selling force is concerned? As I see it, a store's Christmas selling force should be made up about like this:

Clerks.—Ordinary meat men and women trained to be something more than meat.

Price tickets.—They have more sense and can sell more goods than some flesh and blood people who can talk. But price tickets can talk, at that. They talk the money language. They can show more goods in a minute than a half-trained clerk can in an hour. Store display never spoils its case by talking too much or too little. It merely shows the goods at their best, and lets them talk for themselves. Well displayed goods are not so bad, either, when it comes to talking in the money language.

Display and Merchandise.

Window display.—I notice some advise that Santa Claus stand outside the store to attract people. Good Santa is some salesman. But Old Man Window Display has him beaten. People like a cheerful salesman in the hurly burly of Christmas buying. Display can be cheerful in forty languages—if it really is a display. And I guess there is no excuse for your having anything else in your windows, judging by the window helps we are giving you this time.

Merchandise.—Yes, I'm still talking of salesmen. Did you ever know a better salesman at Christmas than Christmas furniture? Of course, it's got to be the right kind of furniture you carry. People are growing more exacting each year. They're getting wise. They know what they want—think they do anyway. While picking your Christmas sales force don't forget the right kind of furniture. It's the best of all—the easiest to get too.

Yourself.—Of course! I nearly forgot. The whole thing is up to you, my boy. You've got to be responsible for all these various salesmen I have mentioned. Quite a sizeable job? Quite! You surely have something to do. But you get more out of it than anybody else. So you have no cause to complain. Keep cool. Lock up your temper and throw the key in the river. Take time each morning to shave. Don't forget that the laundries are still in business during the Christmas season, and that they wash collars for 3 cents and shirts for 12 and 15. Don't eat too much—save that for Christmas day. And work, work, WORK! There, I guess that'll hold you a while.

Use Best Kind of Advertising.

Advertising.—A very promising salesman that grows better each year. Let the people know what you have to sell and what you want for it. Then they'll know in advance whether to go to your store or Smith's. If Smith has better advertising than you, he'll sell more goods. Watch him. Get the best advertising you can. You can't get too good a grade at Christmas. People don't care a hoot what you think about your stuff. They want to see a picture of it and get a glimpse of of it—that's what counts. Advertising will make them think right. Hire it and see.

Pure air.—Ah, now I've said something that will please your customers. Pure air is a popular salesman. When it is in a store at Christmas, the biggest crowds always go there. Pure air works for nothing. It is whipped along on the wintry breezes, fairly begging to get in. Let it in. Then let Salesman Advertising tell the people about it. They'll be sure to respond. Don't have your store too hot. The coal man will get in on you hard enough before the winter is over, anyway. You're not running a Turkish bath.

Here
you see
our Christ-
mas tree, one
of the best
type, too, and
while, dear sir, 'tis
not a fir, yet it was
made "fir" you. 'Tis
true you see upon this
tree no presents rich and
rare; yet please be kind and
bear in mind, in wish the gifts
are there. We wish you all, the
short and tall, young, middle-aged
and grey, the poor, the
rich,
white,
black
as pitch,
A MERRY CHRISTMAS DAY

FURNITURE DEALERS HAVE GIFT GOODS WANTED

There is perhaps no other stock which lends itself so readily to Christmas display as does the stock carried by the furniture dealers. Within the average furniture store repose the latest achievements of the country's specialists in furniture making, from designs conceived by experts in their work.

All these things, and many more, are part and parcel of the every-day stock of almost any furniture store carrying the usual assortment of side-lines. And when the holiday season rolls round it remains only to bring them to the front and to exert the effort necessary to convert the merchandise into money.

One of the first requisites for furnishing the necessary push is an adequate supply of show cards, both for the store windows and the inside display. Price cards should also be plentiful; "what it costs" is always one of the important points with the average shopper. The cards need not be elaborate and need not be especially made for the occasion.

SPEED UP ON LAST LAP OF THE YEAR

A score of brief suggestions and helps for boosting trade from now until the end of the year.

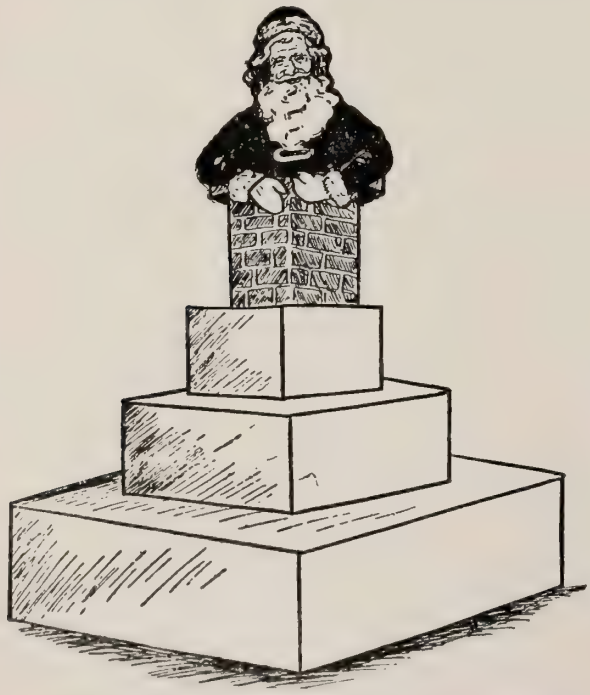
THE major portion of the year's business journey has been completed. We are coming down the home stretch in the year's race. A little extra effort at this time may bring you in a winner. Speed up the business machine for the last lap of the year.

The present is undoubtedly the season of the year when business comes the easiest and it behooves the furniture dealer to make the most of the opportunities presented. If a little extra money spent in advertising or needed help is going to boost sales sufficiently do not be backward in expending it. It is good business to spend a dollar when you feel pretty confident that it is going to bring you five in return .

One dealer who gives a high grade calendar to customers at the end of the year, mails a post card to customers advising them that he has a calendar for them and asking them to call for it. This attention is appreciated by customers who generally make it a point to call and many sales are a direct result of such calls.

Customers are generally pretty well laden with parcels during the last few days before Christmas. One dealer employs a door boy for the last week of the Christmas rush. He opens the door for incoming and outgoing customers and helps the farmers put parcels in their sleighs.

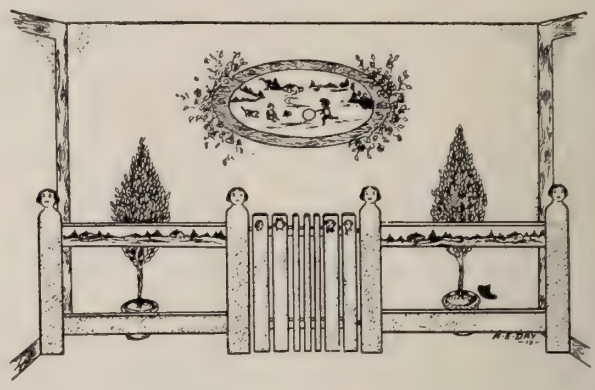
A miniature house roof at the rear of the store, with Santa Claus in the act of going down the chimney



Santa Claus in the chimney is always an attraction.

will make a good central feature for your Christmas display that will interest both old and young.

Make everything as Christmassy as possible. It all helps. Give the Christmas touch to show cards too. Clip appropriate pictures out of the magazines and papers and use them as settings for your show cards And don't forget to use plenty of price cards. A person must know the price before buying and especially want to know it at Christmas time when there is so much to do in a limited time.



A typical winter scene makes a good background for the Christmas window

Don't overlook the seasonable "snow scenes" made possible with cotton-batting and "artificial snow" sprinkled about. This makes an effective setting for the highly polished electrical appliances which you sell. Use mistletoe, poinsettia, tinsel, holly, pine—everything that suggests the spirit of the holidays.

Get "motion" in your displays. Particularly during the holiday season crowds will always collect where a window display has "action." A washer washing, a sew-motor sewing, a cleaner cleaning, a toy electric train running, a lighted doll house—all will draw the crowds.

PITHY POINTERS FOR CHRISTMAS DRIVE

Fancy wall paper can be used to advantage in arranging a special background for your Christmas display.

Make a special price on a few representative lines to bring customers around during the week preceding Christmas.

Use advertising and show cards to suggest to customers that they give furniture as Christmas presents this year.

An electric fan will keep the frost off most windows at this time of the year. Keep them clear during the Christmas trade.

One dealer in listing the suggestions of Christmas goods in his ad. arranged the words so as to represent a Christmas tree.

A representation of a fire-place with a few stockings suspended makes an excellent setting for a Christmassy display.

Men who do things never get into ruts.

SOME PRINCIPLES *of* NEWSPAPER PUBLICITY

Helpful ideas and suggestions for the advertiser at Christmas time and at other seasons as well—Advertising as an invisible force—Window work similar to advertising—What to know.

You cannot see the force of advertising, but you can feel it—and Ernest C. Hastings, managing editor of the Dry Goods Economist, New York City, in speaking before the retail section of the Convention of the Associated Advertising Clubs, told a story illustrates the point in interesting fashion.

"Ever have your hat blown off?" asked the advertising man.

"Yes," said the merchant.

"What blew it off?"

"Did you ever see the wind?"

"No."

"Well, advertising is like the wind—an invisible force. You can't see it but you can and will see the result just as you saw your hat go rolling down the street. And just as bending trees and flying dust are a symbol of the wnd in the pictures, the stories I shall print in the newspapers about the merchandise carried in your store will be symolical of advertising force."

WINDOW WORK SIMULAR TO ADVERTISING

"The same type of mind, the same vision, are necessary in the fundamental planning of a display as in planning an advertisement or store event. The means employed in planning display are different, but the successive psychological steps which every salesman, whether in print or in person, learns in the very primary grade of selling technique are the same—the same as your advertising planner uses daily as his tools. A display, like a salesman and like a printed advertisement, to get results must proceed somewhat along the sesequence of first, getting attention, then arousing interest, developing interest into desire and intensifying desire to the point where action results.

"The same keen appreciation of news-value and timeliness and apraisal of the worth of a "stunt", the same clarity of expression, the same knowledge of the principles of art, the same recognition of relieve monotny, are as necessary in the man who controls the display policy of a store as in the man who produces and regulates its advertising columns and expends or contracts the appropriations for any given line of goods.

"The merchandising sense and sound business principles of the display planner must be wisely tempered with that outside or "Consumer view point"—which is one of the advertising man's most precius assets and an asset not often with only the merchondise viewpoint is in the saddle, a



The above illustration shows what Canadian furniture dealers, large and small, in the East and in the West, have done in the past to boost their Christmas furniture sales.

possessed by other than advertising men. For if a person store's displays are too likely to continuously show the things the store wants to sell, instead of the things the shopping community wants to buy.

"And when we add to these points the unique fact that the display often is merely an extension of an influence in the consumer's mind begun by a printed advertisement, we forget, it seems to me, just as the display itself often forges, the connecting link in the chain of conclusive evidence which prduces ACTION!"

FIVE THINGS ADVERTISING MUST DO

The advertisments of a retail store, to obtain and hold the interest of the reader, must do five things, according to Trnest C. Hastings, managing editor of the Dry Goods Economist, New York, who addressed the retail section of the world convention of advertising. They are:

1—Acquaint people with unfamiliar goods.
2—Remind people of things they need.
3—Give information about goods wanted.
4—Direct people where to get the goods.
5—Educate people how to use the goods.

Translating this into terms of the store, he continued, it means:

1—Move goods goods out of the store by telling people you have what they want.

2—Stimulate interest in different kinds or similiar goods.

3—Sustain people's interest in the store between purchases or between visits.

4—Develep a sense of value in the customer's mind.

5—Mulitiply the customer's buying impulse. That is, induce the buying of merchandise which will leave so favorable an impression that customers will come back to your store for their other needs or wants.

In the preparation of advertising copy, he said, department managers and other could make their advertising interesting by following an outline like this:

1—Tell how you got the merchandise.
2—What it is?
3—What it is used for?
4—What it is made of?
5—What colorings?
6—How trimmed or ornamented?
7—What sizes?
8—Prices?
9—Any other information that would help in telling an interesting story to the public.

TURNING CURRENT EVENTS INTO CLEVER COPY

The merchant with ability for copy writing will do well to take advantage of the happenings of not in his town and especially those which directly concern his store.

To illustrate: A runaway horse dashed through the window of a merchant's store. Next morning the merchant's advertisement was headed:

We don't blame the horse for wanting to go through that window after he had seen the nice display of Canned Goods. He thought he had never seen anything so fine before, and therefore he went through the glass to get them, etc.

Another merchant's store was visited by robbers. The next day he had in his window a display of articles similar to those taken, placarded as follows.

This is the kind of ham the thieves were after. They got it.

On another article:

Then they saw these fine dried fruits and took a few of those for good measure. Those boys knew good goods.

With a little thought on your part you can find hundreds of instances that you can turn into human interest copy.

PREPARING THE AD COPY

In the preparation of advertising copy, dealers can make their advertising interesting by following an outline like this:

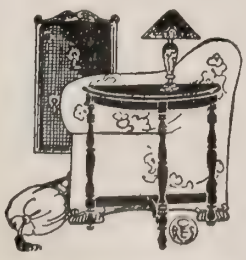
1. Tell how you got the merchandise.
2. What it is.
3. What it is used for.
4. What it is made of.
5. What it looks like.
6. What sizes.
7. What prices.
8. Any other information, of course, that would help in telling an interesting story to the public should also be included.

KNOW YOUR GOODS

This is where many dealers fall down—they don't know their goods. Don't be satisfied to invest your money until manufacturers and travellers tell you everything they know about them. Profit by their experience, glean every particle of available information, and become so well versed yourself, that you will be able to go into extensive detail in explaining all you know about the goods. Know the goods you are trying to sell, and be prepared to answer intelligently the thousand and one questions prospective buyers will be sure to ask.

PRECEPT ON ADVERTISING

Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power.







A few suggestive illustrations in your Christmas advertising will greatly help in putting over your publicity and doubling its value as well.

MAKE THIS CHRISTMAS A FURNITURE CHRISTMAS



A combination furniture and small goods window that proved remunerative when used last Christmas by a Montreal department store

DRESSING THE WINDOW FOR CHRISTMAS

Background a chief consideration, says T. B. Johnston of Montreal, who used toys as a decorative line for last Christmas' holiday trade—Toys a good Christmas line—Some window helps

IN dressing the window for the Christmas season a proper background is a chief consideration. Some little time ago I put in a display of gift furniture and used as a background a very Christmassy effect. With alterations to suit the window this plan can be used by any dealer.

A center panel was painted in imitation of red brick (or it can be papered—there is an imitation brick paper on the market that coul dbe used for this kind of a background).

A semi-circular top was put on the panel made of fir or wall board at least eight inches wide—this should be painted white—and small two inch square blocks painted red.

In the center was a large three-foot circle card encircled with a holly wreath and tied with a large red ribbon bow, and at either side were placed small boxwood trees.

Two panels back of the trees were made of wall board with red center and white edges, and on top of each panel was a circle with Santa Claus heads about three and a half or four feet in diameter, painted on wall board, with a red background and white edge.

This background allowed for a miscellaneous assortment of smaller furniture lines, and the whole made a very attractive window display.

Santa Claus and the Geese

We believe in getting publicity from our windows and we make it possible by installing displays showing goods from various departments from time to time.

As we have a toy department in our store, only during the month of December is it necessary to do a lot of unusual advertising to get the business. Then a toy window is a big help.

One of our recent displays had to do with toys, so we used a winter scene showing Santa and some geese. A large circle show card in the foreground read "Santa Claus returning for another load of toys."

In the distance was painted a city. The effect was very striking; and the window brought many customers to purchase Christmas toys.

TRIMMING WINDOWS TO GET CHRISTMAS TRADE

Some one has said that, "Merchandise well displayed is half sold." This being true, the proper display of merchandise becomes one of the most important phases of the modern retail store. Especially is this true during the holiday season. People are frequently at a loss to know what to purchase as gifts for their relatives or friends. The store that has its merchandise well displayed in the store and its windows well trimmed is the one likely to get the business.

SHOW XMAS GOODS IN PROPER SETTING

The old saw that "he (she) wants everything he (she) sees" holds good to-day as of old. Upon this principle the display should be made. Goods shown are goods sold—but they must be made as tempting as possible. At Christmas time the goods will tempt more strongly in a typical Christmas setting than if shown in the ordinary way. Old merchants have found this out, that's why so many of them have such elaborate displays at Christmas. They sell the goods.

MAINTAIN WINDOWS DURING BUSY SEASON

That is when many furniture dealers seem to think they can let up on their window efforts and trust to the impetus of the greater general demand to keep up their trade. Because it is easy to sell more goods when more people are in the buying mood, is no reason for not continuing window displays strongly at that time in order to increase business still further. Instead of letting up on window displays when the public is buying at its best, make better displays, change them oftener, work harder at them. What do merchants do when the holiday buying season comes with all its extra purchas-

ing—put in one display at Christmas and leave it till spring? Not much. They change their display as often as they can, to show the more goods and to attract the greater amount of interest. When more buyers are on the streets, when the people are more easily influenced to buy, then is the time when the window will do the most to help trade. The better your business, the more opportunity for you in your windows.

MAKE WINDOWS ATTRACTIVE

Here are a few words to the furniture dealer: Don't be afraid to spend enough money on your Christmas decorations to make them attractive. The weeks leading up to Christmas are the big buying season of the year. At other seasons most people are bent upon saving their pennies, but just before Christmas, the opposite is true—most people are looking for something to buy. And at no other season is so much "window shopping" done. The average person starts out on a Christmas shopping expedition with only the vaguet idea of what she is going to buy. She has a list of the people for whom the presents are to be bought, but what the presents are to be is a matter that even the wisest shopper can rarely foretell. Consequently, the first procedure on a Christmas buying trip is a tour of the show windows. Most women make a more or less careful study of the show windows in the shopping district before any buying is done. Having looked the windows over, an inspection of the stores follows. And all this argues for a reasonably liberal expenditure for holidav decorations. The writer will admit that any store will do extra business at Christmas time no matter how he decorates, but the amount of extra business will depend largely upon the attractiveness that is given to furniture by means of a proper setting and clever arrangement. By all means, spend enough money on your Christmas windows to make them show up as well or better than those of your competitors.

SOME WINDOW DRESSING POINTERS

Chester D. Hulsizer, whose article on "Window display helps for Canadians" in last month's issue of CANADIAN FURNITURE WORLD has been favorably commented on, was asked some questions in regard to his address delivered before the R.M.A. convention at Saskatoon. These are a few of his answers, and as they have to do with window dressing no doubt our readers will be interested:

What kind of floors are best for display windows? was one of the first questions asked Mr. Hulsizer, anad his answer was that a hardwood floor, well polished, and little mats of some kind. I think temporary coverings for different seasons are the best things. If you use a rug, use one with a very indistinct pattern. If you have a number of things with a design on them you have a mussy effect. I use felt a great deal, and you can buy felt in almost any shade. It is very inexpensive, and it comes two yards wide.

What are the best colors in felts? was another question, and his answer was that a color for all the year round is moss green, or a slate grey, or possibly not quite so deep. Battleship grey is a very good floor color.

What would be the proper depth for a window that was 10 feet across at the back? Answer—It should be at least 6 feet deep. You cannot make much of a display in any window that is less than 6 feet.

What kind of back can you have for a window in case the window is the only light you have coming into the store? Answer—If you have to get your light from your window you cannot do much so far as background is concerned. But in furniture stores where artificial lights are used the background difficulty should not be a serious one.

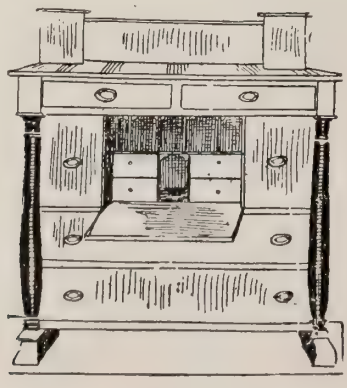
Which is the best place to start to trim a window? Answer—Personally, I start anywhere. I start and make groups if the articles are small, and give them a "homey" grouping when using the larger furniture items.

A LESSON IN PERIOD FURNITURE DESIGN

BUREAU-DESK

AT the beginning of the 19th century bureau desks came into vogue, and were both of English and Dutch make. There are many of these still found in the larger Canadian and American eastern cities.

The bureau desk shown here is made of mahogany.

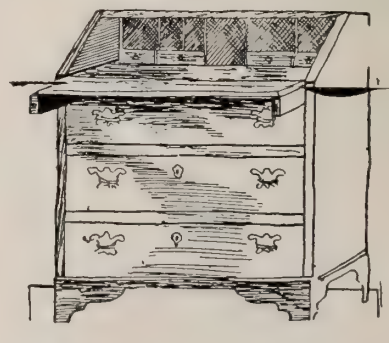


When it is closed it looks like a bureau with seven drawers, but the middle drawer opens out.

SLANT TOP DESK

AT the beginning of the 18th century, writing desks came into general use on this continent. They were of both domestic and foreign make and were modeled from books of designs gotten out by the leading cabinetmakers of Europe, especially England.

The desk illustrated is a plain walnut one, and is very



solid and substantial. It was made about the middle of the 18th century.

MAKE THIS CHRISTMAS A FURNITURE CHRISTMAS

METHODS THAT MAKE FOR MORE SALES

How other dealers bring trade to their stores—Suggestions for furniture dealers—Dollar day increases dealers' sales—China and wall papers as side lines—"Chutes" attract.

DOLLAR DAY INCREASES TORONTO DEALERS' SALES

THE Dale Furniture Co., Toronto, conducted a "Dollar Day" sale during the past month by offering to deliver immediately any article appearing in their advertisement on one particular day on payment of one dollar down and the balance at one dollar a week. It was an exceptional money-saving opportunity, said the salesmen—and it brought many added sales.

CHINA AND WALL PAPERS GOOD SIDE LINES

HENRY and Henderson of Thamesville, Ont., whose "Window Wedding" we featured in last month's issue of CANADIAN FURNITURE WORLD, find that being situated in a village of only 900 they must get after side lines, so they have put in quite a large and varied stock of cut glass and china. They also feature wall papers to good results, finding that both these lines fit in well with furniture stocks and also add to sales.

AN EXCLUSIVE FLOOR COVERING STORE

A NEW style business has been inaugurated in Toronto within the month in Floor Coverings, Limited, which concern, recently incorporated under a provincial charter, opened its first store at 196 Queen street, east, on Nov. 2. As its name implies only floor coverings will be handled and of these only oilcloths and linoleums. At the head of the concern is H. Marshall Taylor, until recently sales manager at Cornwall, Ont., for Canadian Linoleums & Oilcloths, Ltd.

Mr. Taylor says that some sixteen years ago, Lamy of Montreal opened a floor oilcloth retail store, and has been so successful that now the business is an incorporated company with four Montreal stores, one in Quebec City, and branches opening in St. Johns and Sherbrooke. The Lamy stores' success has led Mr. Taylor to believe that similar good results are to be met with in Toronto, and he intends opening other stores in sections of the city where boarding houses especially are to be found, as these are among the largest purchasers of oilcloths and linoleums. Contract work also will be gone after.

CHILDREN'S CHUTE PROVES DRAWING CARD

ONE of the most attractive sections of the big Summerside (P.E.I.) store of R. T. Holman, Ltd., with the children at least is the "shoot-the-chute" erected on the side (P.E.I.) store of R. T. Holman, Limited, with the children at least, is the "Shoot-the-chute" erected on the second floor of the furniture department during the present holiday season. The chute, which measures more than twenty feet from tip to tip, has an incline of from eight feet at the tip to a foot at the bottom, with a curved slide that lands the merry youngsters right side up with care, after their joyful slide over the highly polished surface of the chute. Though Summerside has a population of only 3,000 there are often as many as one hundred children in the department waiting or in line to get their turn at the chute. The slide, which is considered the first of its kind to be used by any store in the Maraitime Provinces, is a decided favorite with the kiddies and is also a source of comfort for the mothers of the children, who can leave them there in safety while they are shopping in other parts of the big store.

The Final Appeal

Do your Christmas shopping early, do it early, mother dear,
Buy those gift cigars for father, ere the cabbage leaves are sere,
Get the fancy ties for brother, all handpainted, nice and sweet,
While the holly's in the windows, and the jimcracks in the street.

Buy the cook a grand piano, lift the milkman from the dumps,
Get him, mother dear, some ribbons—pale blue ribbons for his pumps,
Let us then be up and doing, bright and early mother dear;
We must buy cut-glass and china for our brothers' Christmas cheer.

We must do our shopping early, buy the toys with pizened paint,
So that dearest little Willie may curl up and be a saint.
But first we'll see our Furniture Dealer, and from out his well-stocked store
We will purchase our presents, as we always did of yore.

He'll be sure to meet us smiling, be our order large or small
And we'll surely get our portion, if we can think of all;
You'll remember, dearest mother, Samuel E. will never trust,
So we'll see him FIRST, dear mother, in case we might go bust.

Hook me up, my dearest mother; put my aero hat on straight,
We must hasten, we must hurry, or we'll be, alas! too late!
Ere the celluloid cuff boxes and the plush-bound tomes of lore
And the four-cent Christmas greetings all are gone, for ever more.

So let's hustle, dearest mother; let us simply hit the pike
To our Christmas shopping early, let us make a gentle hike.

Postscript.

Thank you kindly, gentle reader,
You have read this through, I trust (wow!)
Take the hint from Madge and Mother—
SHOP HERE EARLY—**S. E. GUST.**

How a Western Canadian dealer introduced one of his Christmas advertisements a year ago.

PHONOGRAPH GIVEN FOR STORE NAME

A NORTH BAY (Ont.) music dealer recently advertised that he would give a $185 phonograph to the person submitting what was considered by appointed judges to be the best name for his new store. The only condition imposed was that each person entering the contest had to spend at least $5 on goods in the store. Each $5 spent entitled the purchaser to have another chance at submitting a name.

TORONTO DEALERS STAGE CHRISTMAS FESTIVAL

THE Danforth Business Men's Association of Toronto on Saturday afternoon, Dec. 3, staged a Christmas business festival by receiving publicly Santa Claus, who arrived in an aeroplane from the North Pole.

As his plane glided gracefully to the park ground the big crowd who witnessed his flight cheered him to the echo, and hundreds of children rushed forward to shake him by the hand.

Santa Claus was officially introduced to the various principals in the fete by A. Palmer, Chairman, and W. A. Summerville, President. With greetings over, a procession formed up, and, led by the band of the Salvation Army, Riverdale Citadel, and Marshals H. J. Taylor and A. Dunlop, proceeded along Broadview to Danforth avenue, and practically encircled the whole Danforth section.

SUGGEST THINGS FOR XMAS

Prepare a list of the merchandise you carry which is especially suitable for Christmas presents. Have it printed in small circular form so you can enclose it in letters going out, and also for distribution in your community. A suitable heading is "Things for Christmas," and if desired the list can be subdivided into "Things for Father," "Things for Mother," "Things for Baby," etc.

"Never forget that courtesy and intelligent service are the basic principles of satisfactory retailing."—M. Commins.

Ideas for Increasing Your Sales Volume In 1922

First— Get Adjusted.

That business picks up quickest which is the first to get in line with any changes that take place in general conditions.

Be sure your prices are all on the right basis, corresponding to present wholesale prices. Many retail merchants have done this. But some have not, and they are retarding their own business and preventing the return of general prosperity.

The public demands honest value and they will buy when they are sure they are getting it.

Push those goods above all others that you are able to buy on a readjusted market basis and that offer your customers the best returns for their money.

Give Service.

In war days you could not always give service. You could not get the goods you needed.

Now you can. Buy with the idea of supplying everything your trade requires. Keep your stock complete and up to the minute.

So long as goods were scarce and hard to get, the public thought nothing of it when a dealer was unable to supply this or that.

Now, they will be attracted to the store that carries the fullest and best assortment of standard, reliable furniture.

It was never more important that you should have stocks of recognized, well-known quality.

But remember that full assortment does not necessitate many grades of the same thing. Many grades increase your overhead. On the other hand, a few duplicates but a complete line will multiply your sales.

Have A Quota.

Nothing stimulates sales so much as setting a mark. The other day we came across a dealer who had no cause to feel glum about his volume. He was doing a thriving business. And he said it was due to what he called a "strength-tester."

"You remember those strength-testers we used to see—the kind you hit with a mallet, sending the indicator up to the dial?"

"We used to feel pretty proud when we could hit a wallop that would beat everybody else in the crowd, didn't we?—or when we could make the indicator show just a little better than w ehad ever done before.

"Well every clerk in this store is working on that principle, these days.

Keep Record Of Each Clerk's Work.

"In the back room on a bulletin board you will find the sales record of each clerk for every day of the week.

"Once a month we get together and talk it over. The clerk that has made the biggest gain for two weeks is called upon to make a little speech and give the others pointers on how he did it.

"And believe me, it has taught us not to overlook any bets. For instance, I heard Fred asking Mrs. Wrixon a little while ago if that vacuum cleaner he sold her ten days ago wasn't working right. It was and she was satisfied.

"That's getting down to fine points, isn't it? It's wonderful how much you can sell people when you get right down to a study of their needs, and when every fellow is trying to beat his own and the other fellow's sales record.

"I tell you, when a man is working on a quota he will find lots of ways to beat all previous records."

Every steady customer you can get is one more volume-builder.

There are many ways of attracting new patrons.

Advertising will do it; also circulars sent through the mail.

A window that is especially interesting will entice many passers-by to enter.

BETTER FURNISHED HOMES MEAN GREATER HAPPINESS

Some suggestions to pass out to customers on furnishing the home — How an Ontario firm is co-operating in "better furniture and better homes" movement---Can Canadians increase buying?

WE present herewith some illustrations of rooms in one of our Canadian homes, together with examples of furniture and furnishings that are used in this home.

In the selection of furniture not only for the livingroom, but for anv room in the house, good judgment will often accomplish a more home-like effect and one that indicates good taste and good breeding than will a long purse. In fact, it has often been noticed that in houses of even extremely low cost, where the occupants have studied carefully the question of the furniture, a most excellent result has been obtained at a cost within that set by the dwellers of the house and in keeping with a well arranged budget.

A cigarette table with accessories, a formal sewing table, and a waste basket, should be provided. Good taste will often overcome the limitations of a short pocketbook and it is the object of this series of articles to indicate by well illustrated exaxmples what th careful buyer may secure, place in his house and make it that home-like and attractive spot that should characterize the domestic atmosphere. Too fastidious or too loose a method of housekeeping can spoil all this. This information can be passed out judiciously by the dealer. He should be ready to help whenever occasion arises.

While disorderly and slovenly methods are to be discouraged, there is such a thing as too severe a formality. If the zealous housewife constantly goes about clearing things away, and overemphasizing an exact tidiness, she is likely to create a dislike for the very sight of the livingroom, and force the members of her family out of doors for their needed recreation.

By combining in the livingroom something reminiscent of the interests of all the different members of the family it is possible to secure a unity in the home that can be obtained by no other means. Without a place where all may meet and find their own needs satisfied, a spirit of exclusiveness between members of the family may be engendered or fostered instead of the atmosphere of the interdependence which the home should properly beget.



Livingroom in the country home of D. A. Dunlop at Don-Alta, near Toronto.

DEALERS COOPERATING IN "BETTER HOMES"

HOMES and Happiness is the title of a charming booklet which McKillop & McIntyre, of Brampton, Ont., have published to interest their clientele in better furniture and better home furnishings. Needless to say the booklet is well printed anad illustrated. Here is how the firm introduced their subject and their name:

"Newly wed or newly moved—'starting housekeeping' or 'beginning again'—in any event, fitting up the new home is an important function—always a new epoch in life fraught with new interest and new inspirations.

"The character and tone of the household goods which are to represent your ideals and reflect your social standing for years are of supreme importance to you.

"If you will consult with us before investing a dollar in the outfitting of your new home you will be sure of furniture and furnishings which improve upon acquaintance and satisfy you better the longer you have them.

"Better to have a few pieces and have them right—adding others from time to time as your developing needs require—than to make elaborate, but indiscriminate, purchases. In this store you will find goods of sterling quality of correct design and in a great variety of beautiful finishes, at prices which permit a wide range of purchases within modest limits of expense.

"Whether adjusting old goods to new environments with additions here and there, or furnishing the new home complete, your aim is to mak your selection harmonize with each other and with the settings in which you intend to place them, and in this respect our experience and counsel, if desired, will be of great help to you. We have such a big variety of current designs and finishes in modern furniture that your exact requirements can be suited.

"We are home-outfitters and we can furnish cottage or mansion complete."

SPEND $8,000,000 IN FURNITURE SALES?

In "Daily Retailing," an American trade paper, appears an article headed "Inducing the public to spend an extra $5,000,000 for food." The writer of that article, Camillus Phillips, tells of a campaign to interest the 10,000,000 people in and about Philadelphia in spending an extra half-dollar each on high class foodstuffs. If they do this it means a total of $5,000,000 extra being spent.

Here is an object lesson for furniture dealers. If the trade could induce Canadian people to spend an extra one dollar a year on furniture it would mean $8,000,000 in increased sales. Such a campaign might very well fit in with the Better Furniture and Better Homes campaign. Can we put it over? Well we could try.



Another view in the livingroom of D. A. Dunlop's country home showing style and arrangement of furniture.

FURNITURE SELLS HOMES

To show that furniture will help sell homes, a dealer in Indianapolis had six houses erected in the factory district of his city and put them up for sale. Although there was a shortage of houses the dealer did not have one real live prospect in two weeks' time. He then furnished the homes in harmony with the construction of the houses and sold all six within a week.

THE JANUARY FURNITURE SHOWS PLANS

Three Exhibitions to be held — Stratford, Kitchener, Waterloo and Toronto — Extensive Exhibits expected and many new goods — Toronto show to be held at the new Exhibition Arena.

THE dates for the three New Year Furniture Shows have been set for January 9 to 21 at Stratford, Kitchener and Toronto.

All three cities expect the showing to be much greater than a year ago; and all three cities are planning to take the best of care of buyers and visitors who may attend from outside places.

All the Furniture Manufacturers of Stratford will exhibit in their own showrooms except the Stratford Mfg. Co., which will make a display in the Kindel Bed Company's warerooms, and in addition the Gibbard Furniture Co. of Napanee and the Meaford Mfg. Co. are planning to show in conjunction with the Stratford factories. The local companies that intend showing are:

McLagan Furniture Co., Ltd.; McLagan Phonograph Corporation, Ltd.; Farquharson-Gifford Co., Ltd.; Globe-Wernicke Co., Ltd.; Imperial Rattan Co., Ltd.; Kindel Bed Co., Ltd.; Stratford Bed Co., Ltd.; Stratford Chair Co., Ltd.; Stratford Mfg. Co., Ltd.

At Kitchener-Waterloo

At Kitchener the Waterloo County Furniture Manufacturers' Association are making plans for a bigger and better exhibition. A majority of the factories will display their productions in their own showrooms at the plants at Kitchener and Waterloo. A number of them, however, will make displays down town and near the centre of Kitchener.

Among the new buildings being arranged for this purpose are the Y.M.C.A., where half-a-dozen firms have already taken space, and one of the hotel buildings.

Besides the various local factories the following out-of-town concerns intend making displays at Kitchener: J. C. Mundell & Co., Ltd., Elora; Schierholtz Furniture Co., New Hamburg; Crown Furniture Co., Preston; The Andrew Malcolm Furniture Co., Kincardine and Listowel; Armstrong & Co., Guelph; F. E. Coombe Furniture Co., Ltd., Kincardine; J. B. Watson Furniture Co., Kincardine; Sturgiss Baby Carriage Co., Toronto; Strathroy Furniture Co., Ltd., Strathroy; Wiarton Furniture Co., Wiarton; H. E. Furniture Co., Milverton; Chesley Furniture Co.; Orillia Furniture Co.; Krug Bros., Chesley; Gendron Mfg. Co., Toronto, and Bell Furniture Co., Southampton.

The Kitchener and Waterloo factories that intend making displays are :—Anthes-Baetz Furniture Co., Ltd.; Art Furniture Co., Ltd.; Baetz Furniture Co., Ltd.; Beaver Furnitnre Ltd.; Engel Upholstering Co., Ltd.; Fischman Spring Co.; H. W. Gladly Upholstering Co.; Gem Crib & Cradle Co.; G. Hachborn & Co.; Jacques Furniture Co.; H. Krug Furniture Co.; J. Kreiner & Co.; Lippert Furniture Co.; Baetz Bros. Specialty Co.; The G. J. Lippert Table Co.; Malcolm & Hill.; National Furniture Co.; Quality Mattress Co.; Reitzel Bros.; Specialty Upholstering Co.; Snyder Bros. Upholstering Co.; Snyder Desk Co., Ltd.; Shreiters, Ltd.; Waterloo Furniture Co.; Woeller, Bolduc & Co.; Wunder Furniture Mfg. Co., Ltd.

Toronto Furniture Exhibition.

The Toronto Exhibition will be held in the new Live Stock Arena at the C.N.E. grounds. This building has been built expressly for exhibition purposes. It is well heated and well lighted, and is convenient to the city, a special street car service being run to the door of the building. So large is the building for show purposes that 110,000 square feet of space are available for display.

Manager W. J. Craig has issued the following list of exhibitors who will show at Toronto:

Beach Furniture Co., Ltd., Cornwall; Canadian Feather & Mattress Co., Ltd., Toronto; Canadian Feather & Comforter Co., Toronto; Gibbard Furniture Co. of Napanee, Ltd., Napanee; Gold Medal Furniture Co., Ltd., Toronto; H. E. Furniture Co., Ltd., Milverton; Kilgour Davenport Co., Toronto; Lucknow Table Co., Lucknow; Lea-Trimble Mfg. Co., Toronto; LePage Communion Cup Co., Toronto; Malcolm & Souter Furniture Co., Ltd., Hamilton; Marshall Ventilated Mattress Co., Ltd., Toronto; North American Furniture Co., Ltd., Owen Sound; North American Bent Chair Co., Ltd., Owen Sound; Owen Sound Chair Co., Ltd., Owen Sound; Reliable Mattress Co., Toronto; Toronto Specialty Mfg. Co., Toronto; Andrew Gray Co., Ltd., Owen Sound; Sidway Mercantile Co., Toronto; Carriage Factories Ltd., Orillia; Geo. R. Gregg & Co., Toronto; Lloyd Mfg. Co., Orillia; Dominion Brass Bed Co., Ltd., Montreal; Arrow Bedding Co., Toronto; De Luxe Upholstering Co., Ltd., Kitchener; Canada Mersereau Bed Co., Ltd., Toronto; Hespeler Furniture Co., Ltd., Hespeler; Montreal Upholstering Co., Montreal; Morlock Bros., Ltd., Hanover; Knechtel Kitchen Cabinet Co., Ltd., Hanover; Toronto Bedding Co., Toronto; McClary Mfg. Co., Ltd., London; Renfrew Refrigerator Co., Renfrew; J. B. Watson Furniture Co., Ltd., Kincardine; Peppler Bros., Ltd., Hanover.

More exhibitors are expected to make arrangements to show before the exhibition opens, the above list being tentative only.

BUREAU MEMBERS TO DISPLAY SEALS

The Home Furnishings Bureau intend furnishing members of the Bureau who are exhibiting at the January Shows large-size cards of the seal of the Bureau for decorative use on the various pieces of furniture shown in their booths.

FURNITURE FACTORY ISSUES MONTHLY

"The Furniture Future" is the title of an eight-page monthly paper published by The North American Furniture Co., Ltd., Owen Sound. Volume 1, Number 1, appeared in November, and carried as a leading article "The how of bigger sales," by E. P. Watson, wherein the writer tells how, in story form, a furniture dealer made a success of his business. It is the intention of the publishers to show in this paper the new goods as they appear from time to time, and to tell business stories written by practical men from their own experiences. It is a well printed and illustrated little magazine.

To a real intelligent wage earner, getting into a rut is worse than almost anything that could happen to him.

ANOTHER CONVERT TO CANADIAN-MADE FURNITURE

To show the worth of the Home Furnishings Bureau's newspaper advertising campaign, the following is a copy of one of many hundreds of letters received by the Bureau asking for the portfolio of Canadian-made furniture:

Montreal, December 2nd, 1921

The Home Furnishings Bureau,
Bank of Hamilton Annex,
Toronto, Ontario.

Dear Sirs:—You will please find enclosed ten cents to cover carrying charges for portfolio containing complete series.

I was expecting to buy my furniture in the States but seeing these advertisements in the papers, I have changed my mind and will buy in Canada hereafter.

I remain,

Yours truly,

(sgd.) H. W. L.

As this man writes, so do thousands of Canadians think. Surely the time has arrived to tell the people of Canada that real furniture is made in this country.

NEW TRADE TERMS FOR AMERICAN FURNITURE

A new set of trade terms has been adopted by the U.S. manufacturers of furniture, and retailers across the line have received copies of these new terms which define the meaning of words used in the buying and selling of furniture. These new terms are:

SOLID—Bed room or dining room furniture designated as "solid" shall have all exteriors except case back, case bottom and mirror back, of solid wood of the kind designated. The interior of the case may be constructed of such wood as the manufacturer may consider most suitable for the purpose.

GENUINE—Bed room or dining room furniture designated as "genuine" shall have all exteriors, except case back, case bottom and mirror back, of the kind of wood designated. The tops, fronts and ends may be plywood. The interior of the case may be constructed of such woods as the manufacturer may consider most suitable for the purpose.

COMBINATION—Bed room or dining room furniture designated as "combination" shall have the tops, drawer fronts or doors and ends of plywood or solid wood of the kind designated. The remainder of the case to be constructed of such woods as the manufacturer may consider most suitable for the purpose.

SUBSTITUTE—When the word "finish" is used in connection with the name of a wood, such as walnut finish, mahogany finish, oak finish, etc., in describing bed room or dining room furniture, it may be applied to furniture made of any woods considered by the manufacturer as most suitable for the purpose.

Maple appears in fifty of the fifty-five industries into which the uses of wood in America are generally devided. No other wood has a record co nearly approaching universal use . Oak, red gum, basswood and birch approach maple, but fall a little short. It appears in a few industries where they are not found, Maple leads all other woods.

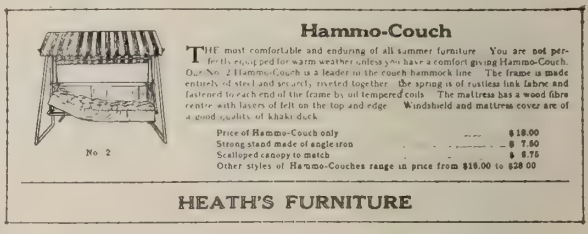
When you let one customer get away from you it does more harmth anc ane be overcome by gaining two new accounts. Your old business should be held at all costs.

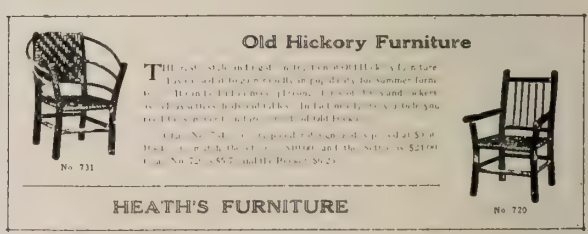
WALLACEBURG DEALER REMODELS STORE

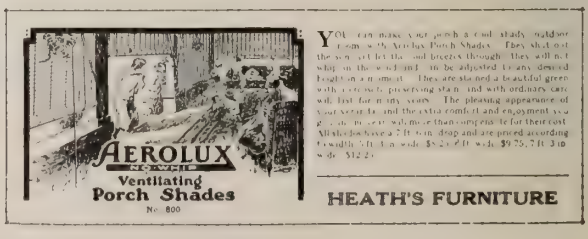
The accompanying illustration shows the interior of F. W. Heath's recently remodelled furniture store at Wallaceburg, Ont. Mr. Heath is an excellent window trimmer, and the store's windows are always well dressed.

Mr. Heath also gets out an attractive mail folder (also illustrated). This or a similar folder is published four times a year, with good sales results. Mr. Heath believes this sort of direct advertising does his business more good than any other method of publicity.

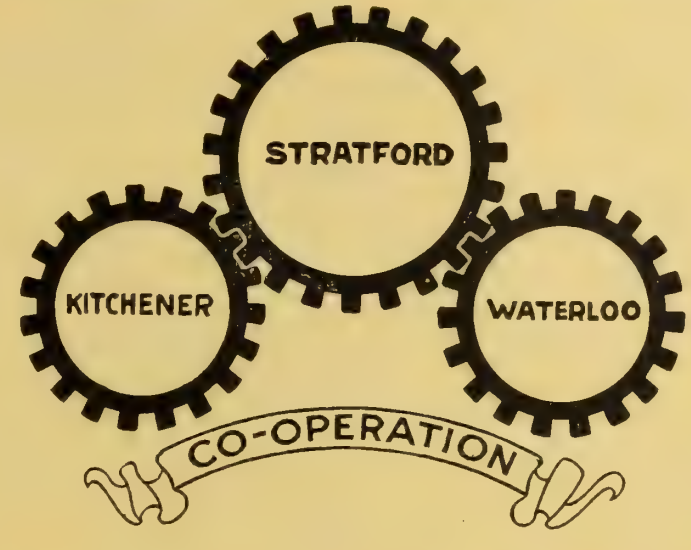








MAKE THIS CHRISTMAS A FURNITURE CHRISTMAS



ANNUAL FURNITURE EXHIBITION

9th to 21st January 1922

A Cordial Invitation Is Extended To All

Programmes are being mailed to all dealers giving particulars of special attractions at Stratford and Kitchener. Keep abreast of the times. You owe it to yourself and your business to visit the exhibitions.

KITCHENER STRATFORD WATERLOO

EXHIBITORS

Stratford

The McLagan Furniture Co. Ltd.—Factory Showrooms.
The McLagan Phonograph Corp.—Factory Showrooms.
The Stratford Chair Co.—Factory Showrooms.
The Globe Wernicke Co. Limited—Factory Showrooms.
The Imperial Rattan Co. Ltd.—Factory Showrooms.
The Kindel Bed Co. Ltd.—Factory Showrooms.
The Stratford Manufacturing Co. Ltd—Kindel Bed Bldg.
The Stratford Bed Co. Limited—Kindel Bed Bldg.
The Meaford Mfg. Co. Ltd.—Stratford Chair Bldg.
Farquharson Gifford Company—Farquharson Gifford Bldg.
The Gibbard Furniture Co. of Napanee Ltd.—Farquharson Gifford Bldg.
Canadian Edison Appliances Co. Ltd.—Factory Showrooms.

Kitchener and Waterloo

Art Furniture Co.—De Luxe Factory.
Anthes Baetz Furniture Co.—Factory.
W. J. Armstrong Co. Ltd.—Malcolm & Hill Factory.
Baetz Bros. Specialty Co.—Anthes Baetz Factory.
Baetz Bros. Furniture Co.—Anthes Baetz Factory.
Beaver Furniture Co.—De Luxe Factory.
Bell Furniture Co.—Snyder Bros. Factory.
Beach Furniture Co.—Y.M.C.A. Building.
Chesley Furniture Co.—E. O. Weber Ltd., Factory.
Crown Furniture Co.—Y.M.C.A. Building.
F. E. Coombe Furniture Co.—Malcolm & Hill Factory.
De Luxe Upholstering Co.—Factory, Gaukel St.
Elmira Furniture Co.—E. O. Weber Factory.
Fischman Spring Co.—Y.M.C.A. Building.
Gendron Mfg. Co.—E. O. Weber Ltd. Factory.
G. H. Hachborn & Co.—Auditorium, Queen St. S.
G. H. Hees & Son—De Luxe Factory.
H. E. Furniture Co.—E. O. Weber Factory.
Jacques Furniture Co.—Factory.
H. Krug Furniture Co.—Factory.
J. Kreiner & Co.—Y.M.C.A. Building.
Krug Bros., Chesley—E. O. Weber, Ltd., Factory.
Lippert Furniture Co.—Auditorium, Queen St. S.
G. J. Lippert Table Co.—Auditorium, Queen St. S.
Malcolm & Hill Fur. Co., Kitchener.—Factory.
Andrew Malcolm Furniture Co.—Malcolm & Hill Factory.
J. C. Mundell & Co.—Y.M.C.A. Building.
Orillia Furniture Co. Ltd.—E. O. Weber Ltd. Factory.
Reitzel Bros.—E. O. Weber Ltd. Factory.
Snyder Bros. Upholstering Co.—Factory.
Schierholtz Furniture Co.—Y.M.C.A. Building.
Specialty Upholstering Co.—Y.M.C.A. Building.
Strathroy Furniture Co.—Jacques Furniture Co.
Simmons Bed Co.—Waterloo.
Sturgiss Baby Carriage Co.—De Luxe Factory.
Wunder Furniture Co.—36 King St. W.
E. O. Weber, Ltd.—Factory.
Woeller, Buldoc & Co.—Herbert St., Waterloo.
Waterloo Bedding Co.—Factory.
Wiarton Furniture Co.—Waterloo Bedding Co.
Gem Crib & Cradle—King St. E.

TRAIN SCHEDULE

Stratford to Kitchener

5.30 a.m. Daily except Sunday
7.45 a.m. Daily except Sunday
8.10 a.m. Daily except Sunday
1.50 p.m. Daily except Sunday
4.30 p.m. Daily except Sunday
5.15 p.m. Sunday only
6.05 p.m. Daily except Sunday

Kitchener to Stratford

9.15 a.m. Daily except Sunday
11.40 a.m. Daily
3.28 p.m. Daily except Sunday
6.18 p.m. Daily except Sunday
8.11 p.m. Daily except Sunday
9.34 p.m. Daily except Sunday

KITCHENER STRATFORD WATERLOO

THIS YEAR'S PRICE REDUCTION IS 30 P. C.

Gist of report on "cost of living" issued by Toronto Medical Health Officer deals with furniture prices—Some examples of reductions—What manufacturers and dealers say about prices.

DR. CHAS. HASTINGS, the Medical Health Officer of Toronto, has been issuing of late a series of report pamphlets on the "cost of living." His latest report is on the decline in Canadian furniture prices from the high peak of a year ago. Here is his report

Summarizing the results of an investigation into the prices charged for furniture it is the general opinion among furniture men that prices have dropped 30 per cent from the peak. The reductions vary according to the nature of the materials used, their quality and design. In some extreme cases of exclusive lines, for which there is no large sale, and in the production of which the labor involved is a large item, the reduction runs as low as from 5 to 10 per cent.

On the other hand there are "close outs" and "distress" lines which were cleared out at as high as 50 per cent. reduction.

Examples given by dealers show 23.3 per cent. reduction since the peak.

The imported wood, plate glass, and upholstery markets are stiffening up.

Manufacturers have changed many of their designs to meet the new market.

Any change furniture prices may take in the near future wiill tend towards a rise rather than a drop.

Actual examples given by a Toronto dealer show 17.7 per cent. redeuction since January, 1921.

Actual comparison of prices showed the following reduction.

Dining room suite	19.1	per cent.
Bedroom suite	18.6	" "
Upholstered furniture	22.8	" "

Average reduction of 20. per cent.

Similar reductions were reported by other retail dealers.

What Association Has to Say

The following figures were supplied by the Furniture Manufacturers' Association.

Wholesale cost of medium grade furniture for dining and bedrooms:

	Nov. 1920	Nov. 1921
Dining room suite	$142.00	$104.00
Bedroom suite	135.00	90.00
—Cheap Grade—		
Dining room suite	$ 71.65	$ 48.85
Bedroom suite	38.10	30.05
	$386.65	$272.90

Reduction 29.4 per cent.

Increases Since 1914

Wages, 90 per cent. higher than 1914.
Lumber, 82 per cent. higher than 1914.
Plate glass, 50 per cent. higher than 1914.
Tapestry, 65 per cent. higher than 1914.

Decrease Since Nov., 1920

Wages, 15 per cent. lower than Nov., 1920.
Lumber, 35 per cent. lower than Nov., 1920.
Plate glass and tapestry, 30 per cenet. lower than Nov. 1920.

Cabinetmakers were getting 23 cents an hour in 1914 as compared with 45 cents an hour now, and there is not likely to be any reduction in their wages, the report pointing out that they are underpaid as compared with other skilled workeres.

Furniture manufacturers have been working on a smaller percentage of profit than other manufacturers. During 1915 they showed a loss of 2 per cent. on capital invested. During 1917 their profit was 2½ per cent.

WICKER-WEAVING AN OLD INDUSTRY

In the Public Museums at Treves, Germany, is a piece of sculpture depicting a lady of nobility seated in a modern-looking wicker chair and being prepared for a social function. This sculptured scene was chipped from rock back in 200 A.D. Since a chair of such high quality existed so early it is safe to assume that wicker chairs were made far back in antiquity, because no article of such stability, beauty and comfort could have resulted except by gradual development.

The art of weaving wickers is "as old as the hills," says The Lloyd Shop *News*. It dates back to Eve, who wove her first skirt out of twigs and withes, just like modern wicker articles are woven. Jochebed, mother of Moses, according to Exodus 2 : 2, wove a wicker basket and sent her son adrift in it on the River Nile. The great Pliny in his Natural History says: "The white varaiety of willow is remarkably pliable, and is especially adapted for the making of those articles of luxury—reclining chairs." Old Roman and Etruscan statesmen have been illustrated in histories and in pieces of art reclining on wicker couches.

ARE YOU PROUD OF YOUR FURNITURE WINDOW DISPLAYS?

Every furniture dealer in Canada will be giving particular attention to his window "trims" this year. Now, perhaps, more than at any other time the dealer realizes that the strongest appeal to the public is through the window. This being the case, there are sure to be some mighty fine displays during this month.

There are few dealers who look upon the windows just as space that has to be filled. A well-trimmed window is an achievement of which to be proud and it is only right that such displays as will be made this Christmas should be photographically recorded for future use. By having photographs taken of your windows you can be storing up practical suggestions for future years.

We want to get window pictures—Canadian window pictures—and you can help us.

We will buy the picture from you and give you the cut that may be made from the photo.

how the other dealers are dressing theirs.

Let us see your window and we will let you see

BIG OPPORTUNITIES IN THE FURNITURE BUSINESS FOR RELIABLE YOUNG MEN

Written by a Staff Editor

THE person who calls on furniture dealers is struck by the evidence of opportunities for reliable young men in the furniture business. Everywhere one hears complaint about the difficulty of securing clerks who will take an interest in the business, will genuinely endeavor to further the interests of the man they are working for.

There are big chances for aggressive young men who can be depended on to make themselves so valuable to the man they work for as to assure themselves of a good income from this line of trade. Proprietors of furniture stores are looking for clerks who think not only of quitting time and the weekly pay envelope but who endeavor to serve well both customers and proprietors.

One of the first essentials is a little initiative. Some clerks possess such a small amount of real initiative that it can almost be said to be absent. They have to be told to do everything—never seem to see the things that should be done. They allow stock on the floor to run down—they neglect to change display and dust properly—they even lag in going forward to serve customers when they enter the store. The dealer wants a clerk who does all these things without being told, as well as showing a little brains by being able to go ahead and do other store work without suggestion or guidance from the dealer.

Salesmanship is also a requisite. The dealer wants a man who not only can show the goods asked for by customers, but who can sell goods over and above actual demand by the proper kind of suggestion. Selling is a game in which the young man should get interested. There is a great deal of satisfaction in knowing that you have been able to increase the purchases of a customer. It all helps in the business game just as scoring a goal counts in lacrosse or a run in baseball. All that is needed is the proper spirit and a little enthusiasm or effort.

Young men are wanted in the furniture business who are able to share some of the responsibilities in the conduct of business. There are so many details that need attention that the proprietor appreciates a man who can take the worry of window trimming off his hands—or one who can keep track of goods that need ordering—or stock that should be worked off.

There is a place for the young man of this kind and at a good wage too. He cannot expect it on the start, but the way to get it is to demonstrate to the boss that he is worth it. Make a decision today that you will make yourself the young man who is wanted by the proprietor of the store in which you are working.

GET YOUR SELLING MACHINERY IN GEAR WITH SALES QUOTA.

The biggest problem in many a business today is to get its sales volume in proportion to its overhead.

It would be very expensive to use a big locomotive to draw a car that might be pushed by hand. A locomotive must have a load suited to its strength, or it is operated at a loss.

Just so, on every hand at present we find concerns who have selling machinery too large for the amount of their sales.

There are only two ways to strike a balance.

Increase your sales, or cut down your overhead.

Many firms are finding it necessary to do both.

Perhaps you cannot cut down such items as rent, lighting, telephone and other fixed charges.

But a little co-operation on the part of everyone will help you to reduce charges of the following nature:

Spoilage, wasteage and shrinkage.

Delivery expense—routing may be simplified and a good many small deliveries eliminated.

Overdue accounts and bad debts.

Old or slow-moving stock that eats up interest on capital.

Too many lines that tie up too much capital.

Man power—think how much more business could be done with the same man power, if every one "buckled in" to do his work just a little more methodically and more energetically.

Figure your monthly intake against your monthly outgo, and see what the ratio is. Watch the ratio grow month to month. It will be an inspiration to do away with useless expense and to work for larger sales.

The motto for all business at the present is: "Every little bit added to what you've got, makes just a little bit more."

One of the best ways to make steady customers is by cultivating the casual shopper who drops in once or twice.

Don't hesitate to ask her to call again.

Get her name if you can, and remember it.

The reason why many stores do not increase their steady patronage faster is because they treat every newcomer as "one of the crowd" that comes and goes. Their manner, though it may be courteous, seems to say, "We never saw you before and wouldn't know you if you called again."

Human beings like to be recognized as individuals.

One dealer we know thanks every first-caller for her patronage and hands her a neatly printed card on which is stated the service policy of his store. That gets him many new, steady patrons.

Stick To Reliable Connections.

Dealers were able, during the period of rising prices, to make a speculation profit on many things.

Now, profits must come from turn-over. And rapidity of turn-over depends upon the goods you handle and the service you give.

Therefore, handle the goods that have trade-building quality, that are accepted without question by every one.

Do business with the firms upon which you can depend to help you operate on a service-rendering basis.

To meet competition these days, and to build up your trade, you need prompt deliveries, thoroughly reliable merchandise and all the sales you can get.

THE ECONOMICS OF RETAIL DISTRIBUTION

Things that dealers do or ought to do to get profit out of business — Pricing the merchandise — Getting a proper percentage of profit—Display and store arrangement--Success of chain stores.

Second of a series of articles by C. H. Rohrback

GIVEN a knowledge of what the goods cost you, the expense of doing business, and the rate of profit you can or should get, and it would seem a comparatively simple piece of work to put the right price on them. But let us examine a few of the hurdles that are in the way.

There is, of course, the old and familiar mistake of adding a percentage to the cost of goods. By this I mean the man whose cost of doing business is 20%, who wants to make a profit of 5%, and who, therefore, adds 25% to the cost of his goods, charging $1.25 for an article that cost him $1.00. If he keeps that up long enough he will land in the poorhouse.

Now there may be good and sufficient reasons why a contractor cannot figure any other way. He gets up an estimate on a job, figures his material and labor and adds his overhead based on a percentage of labor or labor and material, just as is done in manufacturing industries, and then adds a profit to this cost. But here is the point. Assuming that he adds ten per cent., this does not give him a ten per cent. profit on his business at the end of the year. If he has done $50,000 worth of business, he does not have $5,000 profit, he has only $4546; 100% of his cost plus 10% of his cost equals his sales (50,000), or

110% of cost equals $50,000
1% of cost equals $454.54
100% of cost equals $45,454.00
Leaving a net profit of $4546.00.

On the other hand, had he wanted a net profit of ten per cent. on all his sales, he would have figured thusly:—

100% equals total sales
10% of sales equals profit, leaving

90% of sales equals cost

Therefore, if his year's work cost him $45,454,

$45,454 equals 90% of sales
505 equals 1% of sales
$50,500 equals 100% of sales

leaving a net profit of $5046 as against $4546 by the other method of figuring, or a difference in his favor of $500.

As for the dealer who simply turns over his stock, there are many reasons why he should figure his percentage on selling price instead of cost. It is more convenient; it enables him to more readily see where he stands; it means the use of smaller percentages, therefore, is less likely to have him accused of being in the profiteering class; it is the way commissions, bonuses, allowances and taxes are always figured; and it is the way in which expenses and profits are usually arrived at.

Take the man who has found that of the money taken in during the preceding year 20% went for expenses in running the business and 5% was left as profit, and who, therefore, needs a margin of 25%. But he makes the mistake of adding this 25% to the cost of his merchandise in fixing his prices. What is the result? He buys 100 pieces of an item at $1.00 each. He adds 25% and sells at $1.25. His total receipts are $125.00. Now analyze that from the standpoint of his year's experience and we have:—

$125.00 receipts
20% expense equals $25.00 expense

Net return of $100.00
Cost $100.00
Profit none

Then there are other things to be considered in determining upon a proper price. Suppose, for example, the hundred pieces I recently referred to were bought for the holiday trade. You haven't studied turnover, but simply plunged in with the idea that you can sell that number. It looks like a good item, so you add 33 1/3%. You figure it the right way and put your price at $1.50 (cost $1.00). But, you have overestimated your market, and when the holidays are over you find you have sold only 50. Being a wide awake merchant you mark the remainder down to $1.25, and in a couple of weeks' time you sell 25 more. Finally you pile what is left on the floor marked "closing out below cost, price $1.00" and clean them out. But by that time five of the lot have become so badly shopworn, damaged or broken in handling as to be absolutely unsalable. What is the net return?

50 at $1.50 each—		$75.00
25 at $1.25 each—		31.25
20 at $1.00 each—		20.00
		$126.25
Cost of goods	$100.00	
Expense	25.25—	$125.25
Profit		$ 1.00

which is not nearly as good as it started out to be.

Or you hold the goods until the next holiday season, thereby tieing up $50.00 of your capital which would otherwise have been turned over three or four times on staple, profitable items, and in the meantime incurring an extra expense for storing, handling, damage or breakage, and risk of decline in price or change in demand. The point to remember in pricing merchandise, seasonal or otherwise, that may not find an immediate sale, is that the tendency is for its value to depreciate, for the price to go down, while at the same time the expense is piling up on it. Concentrate on sure selling, fast moving stock and price the slower goods accordingly.

The advantage of odd prices is another thing to carry in mind. Nine-tenths of our retail buying is done by women and the psychology of the odd price has been amply demonstrated. Price an article $3.95 and the three dollars sticks in her mind; she forgets about the 95 cents. Or if you have small stuff which can be priced at 19, 29 or 39 cents, it will move much faster than if even figures of 20, 30 or 40 cents are used. It also slows up your sales to price stock that can be sold in larger quantities at 2 for 5c, 3 for 10c, 4 for 15c, etc. People will think in terms

of the units you suggest to them and will buy accordingly. This has been proven over and over again in the grocery field, and human nature is the same no matter in what kind of a store it is displayed.

Display—Store Arrangement

Thos. Hunter started business with $60 and at his death owned 465 grocery stores in and around Philadelphia. James Butler was a waiter in a restaurant before he entered the grocery business in which he finally controlled over a thousand stores. The Atlantic and Pacific Tea Company has close to 4,500 stores scattered all over the United States. And it has long since been shown that the chain store idea can be applied in other lines. J. C. Penney now has some 300 drygoods stores in the West; there are over a thousand stores each in the Woolworth and United Cigar Stores chain; or take Huyler's candies, Douglas' shoes, Liggett's drugs, Truly Warner's hats, and the most recent of all—the beautiful hardware stores of the Winchester Repeating Arms Company.

Surely the individual retailer cannot turn too often or study too carefully the methods that have produced these remarkable successes, and one who does so cannot help but note these conditions that are common to all:

The outside and approaches to the store are always clean and inviting—store fronts are frequently repainted. Windows are kept clean and attractively dressed, with frequent changes of display. This has long been recognized as a most valuable asset to a storekeeper, and salaries of $5,000 to $10,000 a year for display managers are not uncommon.

Stocks are carefully classified. Everything of one kind is kept together and the whole arrangement is made as convenient and attractive as possible. When I think of some of the stores I have been in, with dirty windows, dirty floors, dirty and disordered stock, I can readily understand why so much of the business that is rightfully theirs goes to the mail order houses and department stores.

Here are a few additional ideas on this subject that are put into practice by successful storekeepers:

Give the customer an opportunity to handle the merchandise, where this can be done without too much danger of breakage. Sometimes a sale is clinched by handing the article to her and letting her see how it works.

Sales are also stimulated at times by showing a great mass of a particular article, either in the window, or on the floor of the store. For example, in Philadelphia a large fruit and vegetable store kept its oranges in a beautiful pyramid and sold 36 boxes a week. At the suggestion of a merchandising expert this was changed and they were dumped loosely on the tables in large quantities and with the golden fruit showing minus loose wraps. The sales that week were 74 boxes—more than double—and this without any price reduction or special advertising. The only sales incentive was the change in display. This plan has also helped to move dead stock or accumulations of stickers.

A radical change in store and stock arrangement has on occasion proven an effective sales stimulant. The customer is shocked into noticing the merchandise and an increased percentage of sales necessarily follows. If the store sometimes gets stale to you, remember that the customer sees it with different eyes and with much less frequency than you do. Here is a parallel case: If you have been accustomed to drive over a certain road in just one direction, so that every turn and corner is familiar to you, try it some time from the opposite end and see how surprisingly different it appears.

And you are all, of course, familiar with the advantage of special displays of seasonable merchandise. The Woolworth stores, for example, will put some Christmas goods on a table, possibly in an inconspicuous place, say a month or six weeks before the date of the festival. As the time draws nearer the display is enlarged and promoted in its position, until perhaps a week before the date several windows and all the stocks are decorated with Christmas novelties.

The big stores also give careful study to so locate their stocks within the stores as to give the largest possible turnover on the most profitable lines.

"SMALL STOCKS AND SHORT CREDITS"

The safest policy for the retailer in a time like the present when prices are unsettled may be summed up in the above slogan: "Small stocks and short credits."

Small stocks, however, should never mean a fair supply of some lines and none of others.

It's in a time like the present that the retailer shows his merchandising ability by keeping the largest possible variety of saleable lines without permitting his total inventory to reach too high a figure.

And the lines kept should be saleable. The keen merchant, especially if his financing is being done on a narrow margin, will turn unsaleable goods into cash even if he has to take a fair loss to do so.

It is generally agreed by shrewd observers that the outstanding need of the present situation is to watch credits.

If the retailers did not collect their accounts and pay the jobber or the manufacturer the latter would soon be in an impossible position, no matter what their financial strength.

So the manufacturer and the jobber must insist on prompt payment of accounts. A request for payment should never be treated as a personal matter. The necessity for prompt collection is imperative.

We have all seen the desperate efforts of clothing retailers to turn their goods into cash. This was due to the fact that many of them owed too much to their bank or to manufacturers—and a drop in prices and a shortage of money in the country came at the same time. When a few retailers slashed prices all had to follow suit or do without business.

There has been no such desperate condition in the furniture trade nor is such a condition to be expected. The deflation of prices started even before conditions seemed to warrant the reductions. It is quite evident that further deflation in this line will be gradual instead of spectacular. will be gradual instead of spectacular as in sugar, wheat, clothing, etc.

Some retailers may lose their heads a bit and pass up their profits to sell their goods at bargain prices. The dealer whose stocks are light and whose credit is good can handle such competition more effectually than the dealer whose stocks are heavy and not paid for.

A steady stream of small orders, promptly paid for, is better for both jobber and manufacturer than a number of big orders not promptly paid for.

Hickories are characteristic American trees closely related to the walnuts. The name hickory is derived from the Indian "Pawcohiccora," a dressing eaten with hominy and made from the milk of the pounded hickory nuts.

COME ON LET'S FORGET THE BLIZZARD

Do not compare this year's business with the business that you did during the war, but with pre-war business—Conditions are different today than during the war—Let the other fellow talk

By Bruce Barton in the Rotarian

ON Long Island there are a certain number of fine old fossils, whose chief occupation consists in taking a little of the joy out of the lives of other people by persistent reference to the "blizzard of eighty-eight."

Whenever we had a good healthy snowstorm, and we congratulated ourselves on being good sports in the face of it, some one of these bewhiskered gentlemen was sure to say: "You think this is snow, do you? Well, let me tell you it ain't nothin'; no sir, it ain't nothin' at all—not compared with the year of the big blizzard."

When the thermometer dropped below zero, and we younger men imagined we were doing well to endure such weather uncomplainingly, the old fellows swept our self-satisfaction away with a disdainful gesture. Cold! We didn't know what cold weather was! We had ought to have lived back in the good old days and gone through the blizzard of eighty-eight!

It got on my nerves finally. I used to dodge men with white whiskers as I would dodge the plague; and on cold or snowy mornings I rose and took an early train to town, and my conversation was strictly Biblical, being "yea, yea" and "nay, nay." I sought by my manner to give a warning to all old men on such mornings, as much as to say: "What happened in 1888 is nothing in my life. Eighty-eight is dead and buried, and for heaven's sake let it rest in peace. This is a good big snowstorm, and I'm going to boast about it and enjoy it while it lasts. And whether it's bigger or littler than the blizzard of '88 I personally do not give a hurrah."

Well, what the blizzard of '88 was to snowstorms, the years 1919 and 1920 were to business. My suggestion is that we should wipe both years off our memories and start afresh.

The other night I talked with a prominent merchant as cheerful as the bewhiskered gentleman in the tale of the Ancient Mariner. "By thy grey beard and glittering eye, now wherefore stopp'st thou me!"

He wagged his head from side to side and prophesied dolefully. We were in for it and there was no escape. Finally, after I had chased him around Europe, and through politics and labor conditions. I came upon the real reason for his deep distress. "I've been looking over the December figures," he moaned, "and our sales are 40 per cent. under last year."

He looked at me as though he expected that I would leap to the telephone and give orders to sell my Liberty bond. When a minute had passed I asked him: "And how does that compare with 1918?"

"Oh! if you come down to that, we're still considerable ahead of 1918," he answered.

"And 1918 was a year that broke all previous records in your business," I persisted. "What's so gloomy about a December that is still ahead of the biggest December ever known previous to 1918?"

The thought injected no comfort into his despondent soul. He had made up his mind to enjoy his poor health and he would not be cheated of his desire. The snow was deep, but the blizzard of 1888 had been four inches deeper.

That same week a gentleman who manufactures a certain staple commodity complained to me in almost precisely the same terms. His business for the year was a certain number of gross behind the corresponding eleven months in 1919.

"But you're still ahead of 1918?" I asked, trying the same medicine.

"Oh, yes," he admitted, as though the point were wholly immaterial.

"As I remember you in 1918," I continued, "you were in about the frame of mind of a youngster with a new red rocking horse. Business was rolling in at such a rate that you could hardly take care of it. There had been no such flood of prosperity in your line since Adam delved and Eve span; you told me that with two or three such years you would be better off than you had even dreamed of being in your life. Well, you had that good year; and then another year amazingly better; and now a third year not as good as the second, but still much better than the first. In 1918 you were tickled to death; with almost the same amount of business in sight for 1921 you are down in the dumps. Where's the logic in that, I'd like to know?"

While he reached around for a hot retort with which to crush my irreverent optimism, I went on. "The trouble with you is that you've got a false measuring rod stuck up in your mind," I said. "Nineteen-nineteen was an extraordinary year in many respects in your line. A similar combination of circumstances is not likely to take place again for a good many years to come. For heaven's sake, don't get the idea that any year is a bad year which falls short of that unprecedented record. Get out the old 1913 or 1918 measuring line and take your soundings before you begin to give up the ship. Don't go through the rest of your life in perpetual gloom because no snowstorm is quite as deep as the blizzard of '88."

It would be easy to multiply instances, but the point is obvious; every reader can supply added examples out of his own experience. We've had a year or two years or three years of Thanksgiving dinners; we're still eating good, tender roast beef and fine variety of other things—a better menu than we ever dreamed of before 1913. And the question is: shall we take it and be thankful, or shall we cry ruin upon ourselves because we can't have turkey every single meal?

Just before I was married a very wise old friend, who makes his living in Wall Street, took me aside

and spoke to me out of his wisdom. He has a comfortable fortune now; but Wall Street is a fickle mistress, and there have been years when he and his family were hard up. When we visited his home, as children, we never knew from his manner or humor whether he were flush or broke. He was always cordial, always good natured and kindly, always optimistic. The one gauge we had on him was his attitude toward the electric lights. When we saw him going about snapping off extra lights we would say to ourselves: "Stocks are down." And when the lights were ablaze in every room we knew that stocks were high.

"Get this idea into your head and it will be of great comfort to you," he said. "You're bound to have some bad years. Don't expect that every year is going to be equally profitable; that's beating the game, and no player beats it very long. Shrewd farmers expect one crop failure, one fair crop and one good crop in a three-year period; and they lay aside something out of the good years to provide for the bad. Enjoy the good years, and accept the bad ones philosophically as part of the universal human program and you'll get through life pretty happily. But if you give yourself up to gloom because every year is not as good as your best year, you'll have a lot of misery ahead of you. For that isn't the way that the old world runs."

That wise man's words have recurred to me often in these past few months. Of course, we'd like to have every year better than the last, but the years 1919-1920 were phenomenal years. Other such years will come again some time; but meanwhile the important thing is to get full satisfaction out of the years that are better than the average rather than to fail to enjoy them because they fall short of the best.

Just how much you and I personally have got to be deflated we cannot tell. It seems natural to suppose that if a restaurant now serves us a meal for a dollar that used to cost two dollars, and a tailor now makes us a suit for $50 that used to cost $100—if all the world is working for us at lower wages—then we shall probably have to work for it at wages somewhat lower than we have recently enjoyed. But they wan't be as low as our wages were in 1913; let's reserve the right to get all the satisfaction we can out of that! In any event, when the snows come and the ground is white and glistening, let's not be numbered with the bewhiskered old chaps who go around spoiling other people's enjoyment of the storm by saying: "Don't get the idea that this is a good snowstorm; we had six inches more than this in the blizzard of eighty-eight."

Outstanding Tribute to Trade papers

Ontario's Lieutenant-Governor, Col. Henry Cockshutt, himself an outstanding success as a business man, paid an understanding tribute to the business newspapers of Canada when speaking at a luncheon in connection with the annual meeting of the Canadian National Newspapers and Periodicals Association at the King Edward Hotel, Toronto, on Thursday, Nov. 10, he said: "I am especially glad to be with you today because I believe that the influence of the business press will be one of the most important factors in re-establishing business conditions in Canada on a safe sane basis. I make a distinction between the business newspapers and the daily press because I believe that your papers—the business newspapers of Canada—exert a greater influence than the daily press because of the greater confidence your readers have in them. People read the daily newspapers to keep abreast of the general news of the day. They are interested in what is happening around them and they read to satisfy their desire for excitement or interest or entertainment. What they read in the daily papers today is forgotten tomorrow.

"But this is not the case with business paper. Business men need the service of these papers in the conduct of their everyday business life. I have noted that they usually have a business paper or two in their pocket when they go home Saturday night. I do not say that they read them on Sunday, that I do not know, but I do know that they study them carefully, and that a great number of your readers, will come to their business on Monday morning with will say to their associates. "This is the situation I can some clippings from your paper in their pockets. They show it to you in this clipping. For that reason, gentlemen, I say that yours is the greater obligation, because you are leaders, because you are helping to build up the business fabric of the country.

"You should be very careful that everything that appears in your columns bears the imprint of the truth. You must be sure that the news you give is correct beyond question, because there are thousands of your readers ready to set their business course by the news and advice you give them.

"I am familiar with a good many of your publications, and I can personally attest to their high character. It is of vital importance that this high character should be maintained, and that no effort should be spared to give in your columns the maxium of service.

"In these days when there is disorganization, dissension, disruption in all walks—business, politics and religion, there is a great place for the business paper to bring out more complete information, to assist in making us all realize we must work for a common cause, the upbuilding of your country.

"The business men of this country need your assistance. They are looking to you for information and advice, and are expecting it. On your shoulders therefore perhaps more than on the shoulders of any other single agency, rests the obligation to meet the needs of these trying days, with a sane and sound presentation of the case as it exists at the present time, a presentation free from private bias, or the desire to serve a popular demand.

"You can, and I believe will be one of the largest factors in helping to bring about a satisfactory readjustment of the business conditions of this country."

THE ANALYSIS OF MERCHANDISING

(Continued from page 77)

line of goods: "We will allow our stock to go only so low; we will allow it to go only so high." Then they control their stocks.

Then they say that this department has to pay a certain margin or profit, or this line, and in that way they have control over their business, control over their profits, and that is what we all have to get to do if we are going to get any where in merchandising. Why do people buy in cold blood? Why it is because they take an absolute grip on themselves and determine what they can do in their particular territory and adhere to it.

UP-TO-DATE ANALYSIS OF MERCHANDISING

Plan your work so as to understand it—Buying, selling, control: important fundamentals—Display, advertising, personality; the avenues to success—Keeping maximum and minimum stocks

By Frank Stockdale

THE way to look at this merchandising proposition, as the most hard-headed merchants tell it to me, is to lay out your job. They say: let us see what our job is first and then we will go out after improving it. If we don't have an understanding of what our job is, it is hard to work on it.

In the first place it is BUYING; in the second place, it is SELLING; and in the third place it is CONTROL, but we can't call this selling job one job and discuss it very well.

It used to be one job, and in some stores it is still one job. And in stores where it is one job they are greatly handicapped, because in some places it is done three ways. Those three ways of selling are: DISPLAY, ADVERTISING and PERSONAL SELLING.

Now in every store we will separate the buying and selling, and we have CONTROL OF BUYING AND SELLING.

We have three things in our stores to control. We have to control the cash, we have to control the help, and we have to control the stock.

There is just one other thing that is in your store at times, and that is customers. And it depends upon how you do these things how many customers come in and how many customers come back.

Of course the end you are seeking is sales and profits. In order to have that you have got to have customers.

There are those who live in small towns who have neighborhood stores, where a man has to sell to the same people over and over again, and when he loses those customers he loses all the customers he has. There is the transient trade and the neighborhood store. The man who has the neighborhood store has to have a policy of absolute satisfaction. If he has not that behind his business he will not get far.

Even the transient store, where they depend to a certain extent on the same people dropping back if they are pleased with the service, the policy of general satisfaction is of paramount importance.

Of course when we get into some of the big metropolitan centres, you will find some with an ever-moving-on crowd.

But you still find among these John Wannamaker and Marshall Field carrying on. They have given satisfaction. The customer is interested in getting satisfaction for the money invested. Now that satisfaction may not agree with what you think ought to be satisfaction, but nevertheless a customer is the sole judge of his satisfaction.

Do You Measure Up To Your Job?

There is no man can judge of what is your satisfaction, is there? And there is no man who can judge what the customer's satisfaction is. You have got to find out what that satisfaction is and then give the kind of service that appeals to those customers

Now this retail merchant's job, we can divide it roughly into two jobs — I saw an article written the other day about three for a nickle retailers, depreciating the retailer, and someone repremanded the writer for it. The retail merchant, the average retail merchant, is where he is in his business today, more because of the bigness of the job than of the littleness of the man. If we allow anybody, either ourselves or outside ourselves, to think we do not measure up, we ought to get out right away. But, gentlemen, we do measure up, but we lack organization in our store, in our towns, organization in our province, organization in the Dominion, because if the organization does not exist back there in your store you are never going to get the real conception of it as you go higher up. So we want to start with that organization. This is a tremendous undertaking to do these things.

If I know this audience well enough, I could say we will divide this audience; over here we will put the buyers and over there we will put the sellers. I would find that a lot of these men are very much better buyers; others are very much better sellers. I would separate them into two groups, and I would say: we will reserve the front row here, gentlemen, for those who combine these two, being both good buyers and good sellers.

Do you think I would need more room in the front row? I hope so. But, gentlemen, there are not very many of us who are both good buyers and good sellers.

Now the good buyer does not often over-estimate his selling ability, but the good seller often over-estimates his buying ability, because selling ability takes a certain amount of egotism, and the result is that he overestimates his qualities.

The proof is that the average retail dealer carries just about twice as much stock as is necessary to take care of the volume of business that he does. And when he does this, he cripples himself, he weights himself down. He puts shackles on his feet and loads on his shoulders, whenever he does it, and it is hard for him to keep up in the competitive race of buying and selling. Let me give you a successful merchant's creed:

"Buy In Cold Blood And Sell With Enthusiasm."

Now, where dealers forget is between the two, they get their wires crossed and they buy with enthusiasm and sell in cold blood. The average merchant buys with more enthusiam than he sells. He has to watch himself to keep from it too. He has to take himself in hand. I can verify the second more than the first because I go into their stores and see them do it. Now take any short epigrammatic sentence like that and it is dangerous.

That "cold-blood" does not mean that you are just going back and freeze up in your store. What you want to do is to analyz in cold blood, plan in cold blood. Don't get excited over the thing. Lay out your plans for selling and when you lay out your plans, you will do it in cold blood. I mean fix quotas first—maximum and minimum stocks—see that your stocks are held at certain limits. That is what your successful competitors are doing. They say in this

(Continued on page 76)

WITH THE TRAVELLERS ON THE ROAD

Tips For About And By Travelling Salesmen

SPRUCE UP—A SERMONETTE ON NEATNESS OF DRESS

Your general appearance is your best advertisement of yourself to others, for men are largely judged by their appearance.

Carry about with you an air of refinement and prosperity and you will be treated accordingly. Also your selling efforts will receive the consideration they deserve. Present yourself to others in a manner that immediately will demand their respect.

There is no better investment you can make than to be well dressed, for customers always prefer to do business with a neat, cleanly-looking person. Not only provide yourself with neat, genteel attire, but keep it in good condition. If a button drops off, have it replaced immediately. If a rent occurs or your clothes get greasy or spotted, see a tailor or cleaning establishment before another day rolls by.

Brush your clothes frequently—a whisk broom is a splendid investment. Keep your shoes shined, your hands clean and your nails manicured.

And don't imagine that you are saving money by cutting down your laundry bill. Nothing is more distasteful than dirty linen, crumpled collars and soiled neckties.

You may think that these things are not noticed by people in small towns, but that is not a fact. You cannot appear anywhere without being at a disadvantage if your general appearance is untidy. On the other hand, good clothes and an air of refinement and prosperity will enable you to demand respect and to make sales.

TAKE A "TIP" FROM EDISON

Edison recently laid down a series of questions which he said any man should be able to answer who aspired to work in his institution.

This made many people do a lot of thinking.

One enterprising merchant immediately drew up a list of questions with which to test the knowledge of his clerks.

It was interesting—for he found there were a number of things about his business that he himself ought to know but didn't.

Are those who work in your store—with whom rests the welfare of your business—equipped with the kind of knowledge that makes sales?

For selling ideas grow out of knowledge—nothing else.

Think of every article in your line and ask it such questions as these:

"What are all the ways in which you can be used?"

"Are you saleable all the year, or have you a special season?"

"How do you differ from other products of your kind?"

"What is there about you that would appeal to Mrs. Jackson, Mrs. Brown and all the others in this territory?"

Keep on questioning, and sales ideas will pop up that are applicable to your store and your trade.

SMILING

Everyone who loves you
Loves to see you smile;
Loves to see you cheerful
And happy all the while.
Smiling comes so easy—
Do not wear a frown.
If you feel one rising
Always smile it down.

A TALE O TEN TRAVELLERS

(Contributed by Will White)

Ten weary, footsore travelers,
All in a woeful plight,
Sought shelter at a wayside inn
One dark and stormy night.
"Nine beds—no more," the landlord said,
"Have I to offer you;
To each of eight a single room,
But the ninth must serve two."
A din arose. The troubled host
Could only scratch his head;
For of those tired men no two
Could occupy one bed.
The puzzled host was soon at ease—
He was a clever man—
And so to please his guests devised
The most ingenious plan:

| A | B | C | D | E | F | G | H | I |

In room marked A two men were placed;
The third he lodged in B;
The fourth to C was then assigned—
The fifth retired to D;
In E the sixth he tucked away,
In F the seventh man;
The eigth and ninth in G and H,
And then to A he ran.
Wherein the host, as I have said,
Had lain two travelers by.
Then taking one—the tenth and last,
He lodged him safe in I.
Nine single rooms—a room for each—
Were made to serve for ten,
And this it is that puzzles me
And many wiser men.

TEN COMMANDMENTS

Handle the hardest job first each day. Easy ones are pleasures.

Do not be afraid of criticism—criticise yourself often.

Be glad and rejoice in the other fellow's success—study his methods.

Do not be misled by dislike. Acid ruins the finest fabrics.

Be enthusiastic—it is contagious.

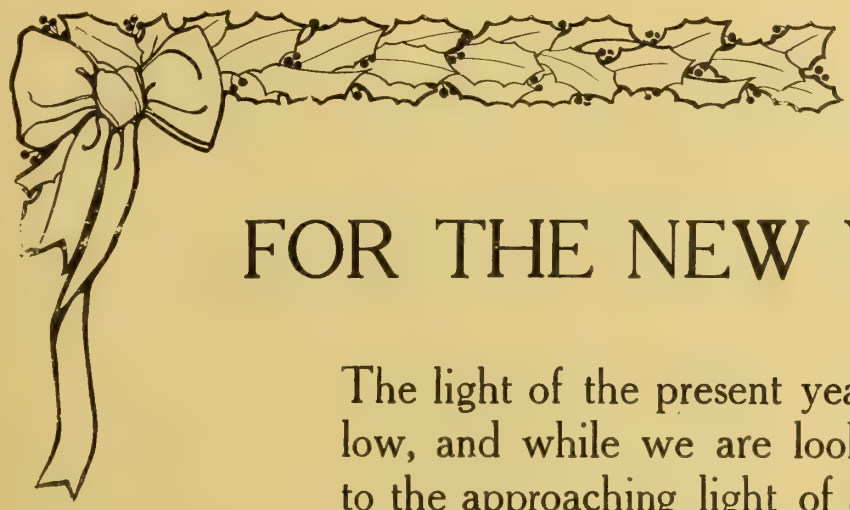
Do not have the notion that success means simply money-making.

Be fair, and do at least one decent act every day in the year.

Honor the chief. There must be a head to everything.

Have confidence in yourself, and make yourself fit.

Harmonize your work. Let sunshine radiate and penetrate.—*Credit Men's Journal.*



FOR THE NEW YEAR

The light of the present year is burning low, and while we are looking forward to the approaching light of another year, may we express our thanks and gratitude for the spirit of co-operation that has been shown on every hand. Our desire to increase this co-operation and good will is ever increasing as time goes on, and it is our hope that the year 1922 will help us in that direction.

The Heartiest Christmas Greetings are extended to you all, and may the year to come smile on you with good fortune.



Toronto Furniture Exhibition

ARENA, EXHIBITION GROUNDS, TORONTO

9th January to 21st January. 1922

A complete range of our furniture will be shown, so we want you to pay a visit of inspection. You are heartily invited and our warmest welcome awaits you.

The North American Bent Chair Company, Limited

OWEN SOUND - ONTARIO

To our friends in the Retail Furniture Trade

Thanks for your loyal support and patronage in the past and the best of good wishes for prosperity in the coming year.

1922

THE NORTH AMERICAN FURNITURE CO.
LIMITED

THE OWEN SOUND CHAIR CO.
LIMITED

OWEN SOUND - ONTARIO



Suite No. 175. See this beautiful Breakfast Room Suite in Black Walnut, polychrome finish.

We look forward to meeting you personally at the Toronto Furniture Exhibition in January where all of our new and attractive designs will be shown. It is expected that this will be the best exhibit we have ever attempted and you cannot afford to miss it.



No. 832

Dates and location will be announced elsewhere.

Ask to see our display of Windsor Chairs. Eight beautiful designs





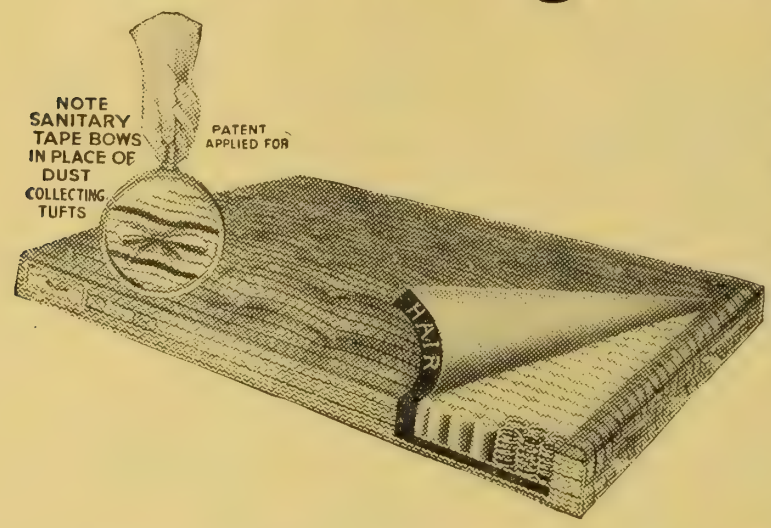
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THE NORTH AMERICAN FURNITURE CO.
LIMITED

THE OWEN SOUND CHAIR CO.
LIMITED

OWEN SOUND - ONTARIO

Marshall Agents—NOTICE



Be sure to call at our exhibit at the Arena during the January Furniture Exhibition as we will have our

New Marshall Mattress

on exhibition and we want to explain its new features. Also see our new line of feather pillows. We will be glad to make arrangements with our regular agents in regard to handling these pillows.

A Merry Christmas and
A Happy New Year
to all our friends

MARSHALL VENTILATED MATTRESS COMPANY

LIMITED
98-100 LOMBARD STREET TORONTO

LONDON, ENG. WINNIPEG CHICAGO, Ill.



J. & J. Kohn and Mundus

Bentwood Chairs

of Quality

Famous the world over.

At prices now within the reach of all.
Exceptionally adapted for all purposes.

Showing at
TORONTO FURNITURE EXHIBITION
9th to 21st January 1922

William J. Craig

215-219 Victoria Street
TORONTO

Warehouses
MONTREAL

Geo. W. Emes
1142 Homer St.
VANCOUVER B.C.

News of the Canadian Furniture World

Joseph Abramsky. Kingston, Ont., has added furniture to his other business lines.

Butler & Walden, Summerland, B.C., have reorganized their furniture business.

Leduc & Rochfort, Cap de la Madeleine, Que.,, have registereed their business.

The Gem Crib & Cradle, Ltd., Kitchener, Ont., has obtained a provincial, with a capital of $40,000, to manufacture, buy, sell and deal in children's furniture and children's carriages of all kinds, and to take over as a going concern the Gem Crib and Cradle Co. of Canada. The provisional directors are Carl H. Hedstrom, Walter L. Beaman, Wilford P. Shuffleton, of Gardner, Mass., and Fred C. Brandt of Kitchener.

The American Bed and Spring Co., Ltd., Toronto, has beene incorporated by provincial charter to make and deal in beds and springs Provisional direcetors, Morris Tarnowsky, Abraham Starkman and Samuel Factor. Capital, $40,000.

J. E. W. Thomson of the Restmore Mfg. Co., Ltd., Vancouver, was one of those who gave evidence before the Railway Board during its recent iinvestigations on freight rates out at the Coast.

Fred Dawson has opened a furniture store at 1200 Danforth Avenue, Toronto.

One of the United States manufacturers of easy chairs conducted during the first half of November a "national sales and big window display" contest. Some $500 in prizes were distributed.

Three hundred and eighty-one (381) members of the Retail Furniture Association of California conducted a state-wide "Furniture Fashion Week" during October. Here is a plan that might very well be adopted by the members of the Ontario Furniture Dealers Association—in fact by Canadian furniture dealers generally—with benefit to themselves and to theh bettere furnished homes movement.

A Youngstown, Ohio, furniture dealere on the anniversary of its opening every year gives a bassinette to every baby born on that day.



Well, they're working now. Joe Rhinehart of Quality Mattress and "Doc" Clement of Wunder Furniture "helping" Ed. Henry erect a new garage at Thamesville, Ont.

FURNITURE MANUFACTURERS ENGAGE IN WELFARE WORK

The North American Furniture Co., Ltd., Owen Sound, Ont., have opened for their employees a club and lunch room, fully equipped with hot and cold water, cooking apparatus to heat lunches and other conveniences of an up-to-date lunch and rest room. A phonograph with a goodly assortment of records is also part of the equipment. This machine and records are always in use during the noon hour.



Interior of new club and lunch room recently opened by the North American Furniture Co. for their employees and families.

The room is absolutely fire-proof, having gypsum rock board partition and a concrete painted floor. The furniture is finished in fumed oak. The settees and chairs are all spring-seated and covered with brown leather. Magazines, a daily newspaper and other trade periodicals pertaining to the furniture industry, are supplied.

This club room is situated about midway from the main portion of Owen Sound and outlying districts and is always open to the company's employees and their families to use for a rest room, should they so desire, when visiting or shopping down town. Needless to say it is very much appreciated by the employees, who are showing a fine spirit in assisting and helping to keep it clean and orderly. This is all the management requests as should an employee persist in being otherwise, he would be barred from using the room.

SALESMEN'S BELIEFS

1. I believe in myself.
2. I believe in my firm.
3. I believe in my work.
4. I believe in the goods I sell.
5. I believe in the fact that Today is the Day.

LEADERSHIP

In one of the great cities a large factory building caught fire. Hundreds of girls, working on the upper floors, were in danger of death. The whole lower floor was in flames and the blazes were rolling up the fire escapes, cutting off all avenues of escape.

The crowd stood on the outside waiting for the firemen to arrive!

In that crowd was a young man who was different from all the others. He took in the situation, hurriedly measured the distance with his eyes from the burning building to another building just across the alley, then, just as if he were in full charge he began to give orders to the bystanders and in a few moments he had rustled a crew of six strong men.

He led the way and they followed him to the top of the adjoining building. On his way up he picked up a rope and his six followers had torn down a bill board and carried the planks to the top of the other building.

This self-appointed leader threw one end of the rope to a woman in the window of the burning building and instructed her to fasten it. He scaled the rope, carrying one end of a plank with him. His six helpers pushed out the boards they had carried up and soon they had completed a very substantial bridge from one building to the other.

When the firemen arrived nearly one-third of the occupants of the burning building were out of danger.

No one invited this young man to become a leader!

Leadership is something which seldom comes by invitation. It is something which you must invite yourself into. In every business there is a fine opening for a first class leader. But he must be a man who is willing to do the thing that ought to be done without someone telling him to do it.

One of the men who stood in that little crowd of people and watched the flames as they threatened the women in the building, in speaking of the incident afterward, said, "aw, that was nuthin'; anybody could a done that if he'd a tried!'

And he was right! Anybody could have had that glorious job as leader, merely by stepping up and taking it, but the fact remains that *only one* man out of the whole crowd saw the opportunity and was willing to take the risk that went with it.

Leadership means responsibilities, it is true, but the most profitable work usually is that which shoulders the greatest responsibilities on a man.

Wherever there is work to be done you can find a chance to become a leader. It may be humble leadership, at first, but leadership becomes a habit and soon the most humble leader becomes a powerful man of action and he is then sought for greater leadership.

Look back down the ages and history will tell you that leadership was the quality which thrust greatness upon the men of the past.

None of these were invited to become leaders. They stepped into leadership by their own aggressiveness. None of them started at the top. Most of them began in the most lowly capacity, but they formed the habit of doing that which needed to be done, *whether it was their job to do it or not; whether they were paid for it or no!*

If you are one of the great majority who have made up their minds not to do anything which is not their job, and for which they are not paid, there is no hope of leadership crowning your efforts.

Frank A. Vanderlip was a stenographer not so many years ago. We do not know for sure, but we suspect that he did not confine his efforts to the work which his stenographic position required, for if he had he would never have been the leader of finance which he is today.

James J. Hill was a telegraph operator, but had he insisted on working union hours only, and had he delivered no more service than was required to hold the job of telegrapher he doubtless never would have been the great railroad builder that he was.

Leadership! What a wonderful privilege it is to be a leoder! What a wonderful opportunity there is in every shop, factory, cross-roads grocery store and business establishment, to become a leader by merely doing the thing that ought to be done whether you are told to do it or not.

WHAT OTHERS THINK OF US

Summerside, P.E.I., Nov. 28/21.

Editor, CANADIAN FURNITURE WORLD.

We would like to say that we appreciate the cooperatioin that has been given us throughout the past months by your excellent paper, which, we believe, is one of the outstanding periodicals of the country.

R. T. Holman, Ltd.

HE IS TOO INDEPENDENT

It is alright to be independent but the man in business can't afford to be independent. There is no doubt about it that the person running a store has to "cater" to the public in the real sense of the word. Many things occur to irritate us—things that we probably would not stand for if we were otherwise situated—but we have to take them if we hope to get the maximum results from our field.

A dealer known to the writer opened a store about year ago. He is not progressing very favorably. People who live in the district say he is too independent. He always maintains that "take-it-or-leave-it" attitude—as if he didn't care whether they bought fro mhim or not.

You can't get by with that kind of attitude in business today. You have to let the public know that you are glad to get their business. You cannot afford to get "lippy" with them. In other words, you have to "cater" to them.

Of course, we don't mean to imply that the dealer has to always give in to the customer or allow real insults to go by unchallenged. He has to maintain his dignity and stand up for his principles. But there are too many people in business today who cannot bring themselves down to the idea that they must "serve" the public.

COWS MILKED BY FISH

Clarence Coryell, just back from his family's farm over in Michigan, says the cows on that farm are milked by fish when they go to a pond on the property to drink.

All that we ask of Clarence is that he lead us to the cellar where these yarns are made up, is the reply of another furniture traveller to whom we submitted this story for confirmation.

WELL, WHAT OF IT?

"All right back there?" called the conductor from the front of the car.

"Hold on," came a feminine voice. "Wait till I get my clothes on."

expectantly. A girl got on with a basket of laundry.

Why Clerks are Fired

When a furniture clerk is discharged there is usually some reason given and that reason may be just exactly the real reason, or it may be something less than the real reason. The dealer may take the trouble to let the clerk down easy by saying that business is bad or that he has to cut down expenses, or he may come right out with the facts and tell the young man, "You are inefficient; you are lazy; you are inaccurate."

According to some statistics recently published almost a third of employes discharged are let go because they lack industry; they are not ambitious or energetic workers. They are taking it too easy.

A fifth of those fired are let go because they do not follow instructions. They do not do as they are told, or they get orders wrong, mixed up, make mistakes in carrying out perfectly plain requests.

More than a tenth are set free because they lack tact and courtesy. They do not know how to get on with people, or else they do not try hard enough.

Eight per cent. lack sticking quality; seven per cent. lack confidence in themselves, are afraid to go ahead; another seven per cent. will not bother to learn about the goods they have to sell; another seven per cent. cannot meet customers' objections and lose sales because they cannot explain what the customers want to know.

That makes more than nine-tenths of the whole number and anyone can see that all of those reasons are simple ones. There is no fault indicated in any of them that the average clerk could not overcome if he would try.

So, after all, the real reason why about nine-tenths of furniture clerks are fired is because they will not try hard enough to make good on the job.

What about you? Are you taking it a little bit easy, thinking you have your job cinched, thinking there is no danger of your losing your place? Possibly there are thoughts on that subject running through the boss' head that would cause you to open your eyes if they reached you. Your position may not be as secure as it looks to you. The boss may be to-day looking around for a better clerk to take your place. If he is, you can change your mind by turning over a new leaf and becoming such a good clerk yiurself that he will decide that you are good enough for him.

Whether you merely want to be sure of not being fired, or whether you want to get ahead, make yourself something more than just good enough to hang on; it is worth while to try to get into the hundred per cent class.

All the advantage is in bettering the quality of your service. All the disadvantage is in sliding along with a minimum of effort and a minimum of usefulness.—The

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ACTED ON HIS TIP

A false charge had been brought at his court, and the magistrate remarked:

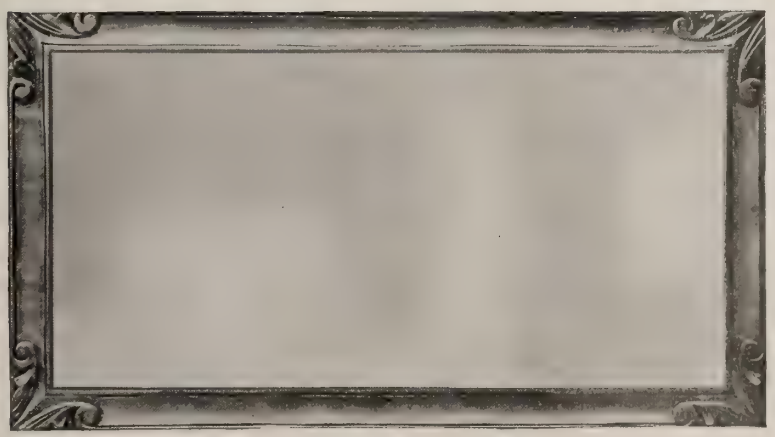
"We are all liable to make mistakes. I thought I was wearing my watch, but I have just discovered that I have left it at home."

When he arrived home that evening his wife said to him:

"I hope you got your watch all right; I gave it to the man from the court who called for it."

Hand Carved Mirrors

Burnished in Antique Gold



We have a large assortment of exquisitely hand carved mirrors of which the illustration is a sample. Attractively priced. These designs can also be supplied in the popular polychrome finish.

PHILLIPS MANUFACTURING COMPANY, LIMITED

258-326 CARLAW AVE., TORONTO, ONT.

Manufacturers of Mouldings, Frames, Mirrors

TRIM YOUR SALES TO MEET YOUR CUSTOMERS' WHIMS.

To meet competition these days and to build up your trade you have to carry the best, the newest and the most reliable kinds of furniture. Your deliveries must be prompt and your salesmen courteous, clean and efficient. Customers must be met with a smile, whether they be credit or cash customers, though some grocers think the credit customers must be handled with kid gloves and treated like something more fragile and precious than the ordinary neighborhood cash customer. All right, having met the customer does he make her feel like she is welcome or does the clerk treat her like he would like to rush her through her shopping and get rid of her? This does happen—there isn't a doubt of it, and in many cases it is the customer's fault for being what the clerks call "an old hen," never satisfied and always complaining, but many times it is the clerk's fault for not having more patience and more courtesy, and many customers are lost through this one fault alone. If you are working on the theory that "the customer is always right" you stand a better chance of getting and keeping satisfied customers who will, in a short time, come to have such confidence in you that there will be no "henning" and she may turn out to be one of your best customers.

Many clerks do not take enough interest in their employer's welfare. Upon remonstrating with one recently upon his wastefulness, both to the customer and to his employer, the clerk replied that "The boss made his profits before noon today and personally he didn't care whether anyone bought anything else or not.

There is just one small case of a lost customer, for under no circumstances would one go back to be so carelessly treated by such an uninterested and unobliging salesman. Nothing stimulates sales so much as setting a mark or an indicator, as it were, of each clerk's sales record. A blackboard in the delivery room showing the sales made each day by the different clerks will work wonders toward stimulating a sluggish business. The clerk who has made the biggest gains during the week will go to the top as the crack salesman and there will be much friendly rivalry between them to speed up their records in order to overtake the headliner of the week before. It will become a sort of principle to keep as close to the top as possible. Each clerk may employ any honest method he can employ to make more sales: any man working on quota will find many ways to beat previous records. Newspaper advertising and circulars sent through the mails, watching the marriage license bureau and sending out congratulations and an invitation to visit your store or a personal call by your order man will pick up many new customers. A rubber stamp with the words "Call Again" or "Will you be in tomorrow?" will create curiosity and you can explain that tomorrow there will be several new lines of furniture on the floor.

Cultivating the casual customer is one of the best ways to make her a "steady." Ask her to call again and know her when she calls, make her feel that she is a welcome visitor and that you are giving her the best you have or you will be glad to get it for her if you haven't got it. There is only one way to impress the customer with your ability to deliver the goods, and that is to deliver them every time.—The Merchants' Index.

BRITISH LINOLEUM MAKER VISITS CANADA

A. H. Dewar, Managing Director of the Greenwich Inlaid Linoleum Co., Ltd., London, England, was a visitor to Toronto recently. He is making his first business trip to Canada and the United States, although his company has done business here for some years past and has a branch organization in the United States.

Mr. Dewar was accompanied by the firm's manager. Speaking of conditions in the linoleum industry in the United Kingdom, he stated that the relations of employers and employees are harmonious. Asked as to whether the price of British linoleums are likely to decline, Mr. Dewar expressed the hope that this would be the case in the comparatively near future. He added that the price of linoleum in the United Kingdom, however, had never risen to the percentage extent as had the prices of raw materials entering its manufacture, including cork, canvas and linseed oil.

Mr. Dewar on his travels was also accompanied by his Canadian representative, J. B. Jamieson of Toronto.

FURNITURE MANUFACTURER ELECTED M.P.

James Malcolm, president of the Andrew Malcolm Furniture Co., Ltd., Kincardine, Ont., was elected M.P. for North Bruce in the recent Dominion elections on the Liberal ticket, defeating the sitting member, Col. Hugh Clark, by the narrow majority of five votes.

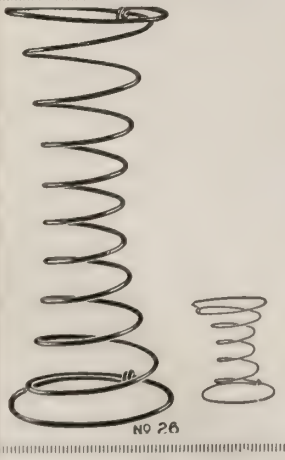
It is an interesting fact that Col. Hugh Clark in 1902 defeated Mr. Malcolm's father, who represented Centre Bruce in the Ontario Legislature. Now the tables are turned, the son defeating the man who defeated his father.

NOTHING COULD STOP HIM

George had just asked for Marjorie's hand.

"Have you seen her mother?" the pospective papa-in-law asked.

"Yes," replied George. "But I want to marry her, anyhow."



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS

for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs

James Steele, Limited

Guelph, Canada

WANTED

By Experienced Furniture Salesman with good connection and Warehouse Space, Furniture Line for Province of Saskatchewan. Apply to Box No. 140 Canadian Furniture World, 51 West Wellington St., Toronto.

Information That The Dealer Should Have

SUGGESTIONS FOR INCREASING SALES VOLUME

Newspaper advertising.

Have salespeople push some particular item every day.

Have some store representative call on every family moving into the neighborhood.

On Saturday offer week-end specials.

Phone certain good customers when you have a particularly nice stock, a special sale, or anything else of particular interest.

Have a small slip printed to be pasted on the cover of telephone directories. This can read: Emergency calls—Fire department, 36; Police department, 71; Furniture, 20.

Inaugurate some particular section of the store or show window for displaying specials offered at bargain prices. Make this something new every day so as to get people to want to come to the store to find out what specials are being offered.

Promote contests among your salesforce to see which salesman can sell the greatest volume of some certain lines during the period of a week .

Have a clerk or the cashier suuggest some special line every time she answers a telephone call from a customer. tomr.

Induce customers to come early in the morning by offering special 5 per cent discount on all goods bought before 9.30 a. m.

To promote cash sales and buying in larger quantities offer a 5 per cent. discount on all purchases of $3 or more at one time, if goods are paid for in cash.

USEFUL TABLE FOR FIGURING PROFIT

It takes more than a little mental arithmetic to find out what percentage of profit is made by adding a certain amount to the cost price of goods and, as every successful electrical dealer realizes that he must figure his profits on sales and not on costs, it would be well to keep the following table handy. Cut this table out now and paste on card for ready reference.

5% added to cost is		4¾% on selling price
10	" " "	9 " "
15	" " "	13 " "
20	" " "	16 2-3 " "
25	" " "	20 " "
30	" " "	23 " "
33 1-3	" " "	25 " "
40	" " "	28½ " "
45	" " "	31 " "
50	" " "	33 1-3 " "
60	" " "	37½ " "
66 2-3	" " "	40 " "
70	" " "	41 " "
75	" " "	42¾ " "
80	" " "	44½ " "
85	" " "	46 " "
90	" " "	47½ " "
100	" " "	50 " "

GREETINGS TO THE RETAIL MERCHANTS OF CANADA

I wish to extend to my fellow retail merchants throughout Canada best wishes for Chriistmas and the New Year.

We have passed through a trying time during the year 1921 owing to the losses which we were obliged to take on the deflated values of merchandise.

In addition to this, farmers were obliged to take reduced prices for farm products, thus curtailing their purchasing power and interfering with our regular collections.

During the past year the officers of the Association have guarded the interests of the Retail Merchants of Canada in connection with a large number of questions. I will only refer to some of the outstanding ones which were of exceptional value to us.

1. *The Sales Tax*: In placing the burden of this form of taxation at the source of supply, viz.: upon the manufacturers and importers, thus relieving the retailer from the increased cost of merchandiising in the absorption of this tax. This was a great achievement.

2. *Test Cases*: To determine the status of the retail merchant through rulings made by the government, the Association had to take action through the courts to defend the position of retailers. In all cases we were successful, thus relieving thousands of retail merchants from double taxation. This was another achievement.

3. *Board of Commerce*: We appealed against the powers of the Board of Commerce in fixing prices and our contention was upheld by the recent decisiion of the Privy Council. This was a third achievement.

These three acts of the Association alone represent a larger saving in one year to each individual merchant than the cost of many years' memberships in our Association.

Every retail merchant in Canda from the smallest store to the largest establisment was benefitted by our victories.

I have only referred to these three outstanding Acts that were of vital importance to all retailers. Let me remind you that all legislation in some manner affects the distributor (the retailer). We must ever be alert and watchful of our interests as retailers. We can only do this through organization. Let me appeal to those retail merchants who have not yet realized what we are doing, and have done for them to assume their responsibility by becoming members of the Retail Merchants Association of Canada.

Again I wish you all prosperity for the year 1922.

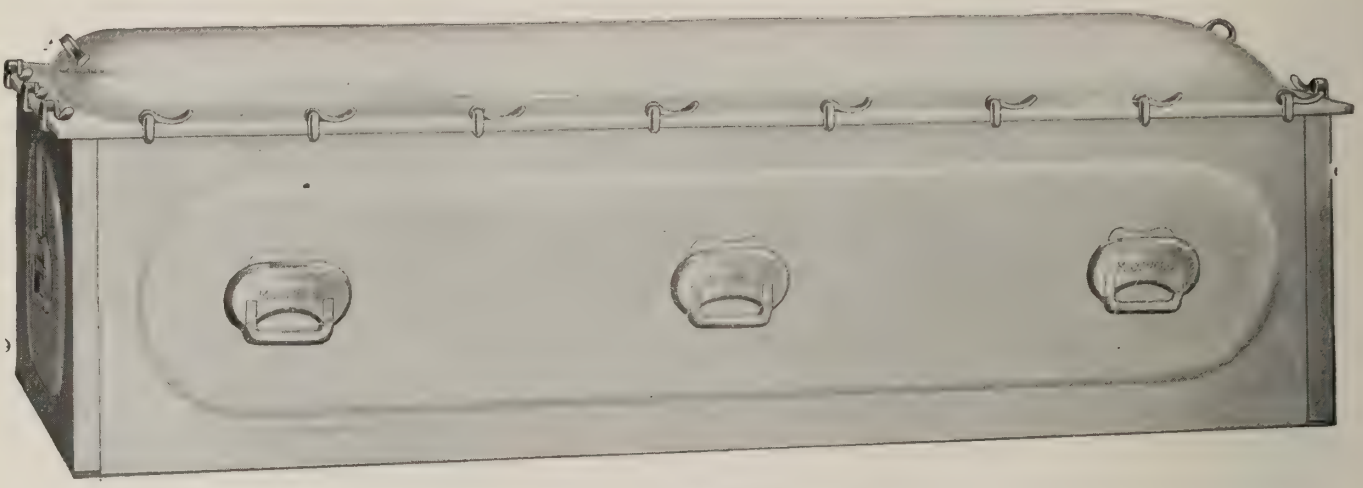
Yours sincerely,

J. A. Banfield,

President, The Retail Merchants' Association of Canada, Inc.

Winnipeg, Nov. 29.

THE MAXWELL
Sanitary Copper-Alloy Vault



"Positively the best in the World"

ABSOLUTELY GUARANTEED
for FIFTY (50) YEARS
to resist RUST and CORROSION

WATER PROOF - AIR PROOF - VERMIN PROOF

Because:

Manufactured exclusively of Copper Bearing Steel—the most rust-resisting Steel or Iron known to the art.

All Seams are Oxy-Acetylene Welded.

The cover is securely fastened by the Famous Patented Maxwell Eccentric Sealing Clamps, and specially prepared Perpetual Gasket positively seals the vault and excludes any possible penetration of water or air.

Sturdily and Rigidly constructed. Re-inforced Cover. Will withstand the severest requirements of a Burial Vault.

BRILLIANT COPPER FINISH

All Maxwell Vaults are now finished inside and outside with a beautiful, Brilliant Copper Bronze and this rich color is very attractive.

Dominion Manufacturers, Limited, Toronto, Ont.

Successors to
National Casket Company, Toronto, Ont.
The Semmens & Evel Casket Co., Ltd, Hamilton, Ont. and Winnipeg, Man.
Vancouver Casket Company, Vancouver, B. C.
Winnipeg Casket Company, Winnipeg, Man.

Successors to
The Globe Casket, Company, London, Ont.
Girard & Godin, Limited, Three Rivers and Montreal, Que.
Christie Bros. & Company, Limited, Amherst, N. S.
D. W. Thomson Company, Limited, Toronto, Ont.

Funeral Service Department

Problems affecting the Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

FUNERAL REFORM---HIGH COST OF DYING

What the daily newspaper says the public are thinking—What do the funeral directors think?

WE publish without comment, but for the general information of our Funeral Director readers, the following contributed article which appeared in a recent issue of *The Toronto Mail and Empire.* From time to time we have asked funeral directors to take more interest in public affairs; in the community in which they live; and to let the public know through their local papers what the profession is doing for the public health. Some few have heeded the advice, but until it is more generally heeded and taken into consideration we may expect to find the public prejudiced against Funeral Directors and their calling. But here's the article—what do you think of it?—Editor.

The sadly unkempt condition of many remote little graveyards, with broken fences, overgrown graves, fallen and crumbling tombstones and half-obliterated inscriptions, usually suggests the thought: Would it not be better if the municipalities took charge of all cemetries within their bounds and gave perpetual, systematic care to the graves? But the more immediate concern of the living is the High Cost of Dying, an older grievance than the High Cost of Living. There is a compact mass of information and comment in a little book recently published in Chicago, entitled, "Funeral Management and Costs," by Quincy Dowd, in which a world-wide survey of the subject is presented with a view to quickening the movement toward funeral reform. The chief reforms advocated are municipal ownership of cemetries, reduced cost of funerals and cremation. The book is written with sanity and sympathy with the point of view of the survivors and the public, and is addressed especially to boards of health, civic welfare clubs, social workers, trade unions, professional men and the clergy.

Staggering Expenditures.

The amount of money spent upon funerals is staggering. There is no logic in an expensive funeral, but the sentimental element in human nature disregards logic. Funeral expenses, variable everywhere, seem to be higher in North America than elsewhere. The last half century witnessed a marked increase, and the natural reaction has now set in. The tendency now is to have less expensive coffins, "no flowers," no heavy mourning, less conspicuous monuments. Even at that the average cost of a funeral in the United States is estimated at $150, not counting grave, monument or last-sickness expenses. Last-sickness is estimated at $200, flowers at $50. A Chicago newspaper, in 1919, tested the cost of cheap funeral expenses by claiming a pauper's body and paying for the funeral. The woman representative who arranged for it went to an undertaker, who advertised a $60 funeral, but the bill came to $105; Coffin, $30; box, $7; embalming, $15; chapel, $5; hearse, $25; limousine, $18; church, $5.

Dickens' Funeral

There have long been funeral reform associations in England, and many notable men there have directed that their remains be buried with the least expense and utmost simplicity. Charles Dickens said in his will: I emphatically direct that I be buried in an inexpensive, unostentatious and strictly private manner, that no public announcement be made of the time and place of my burial, that at the utmost not more than three plain mourning coaches be employed, and that those who attend my funeral wear no scarf, cloak, black bow, long hat band, or other revolting absurdity. I conjure my friends on no acount to make me the subject of any monument, memorial or testimonial whatever." Dickens wisely rested his claims to remembrance upon his writings, but his funeral directions assuredly set a great example to the world.

The sombre subject of Mr. Dowd's book is lightened by a quotation from the "London Christian World," which contained a report from Boston, where it appears anundertaker's advertisement read as follows:

"For composing the features, $1. For giving the features a look of quiet resignation, $2. For giving thefeatures the appearance of Christian hope and contentment, $5.

"The worst of it is," said an American divine, "that they can do it."

Funeral reform is naturally slow for various reasons.

WALT MASON ON FUNERAL SADNESS

When Jimpson died (we miss him vastly, whose face we ne'er again shall see!) we made his funeral more ghastly than any human rite should be. The pastor's talk was long and dismal, and fraught with morals stale and trite; he spoke about the void abysmal, more than he spoke of the morning light. And while the clergyman was droning, and filling all our souls with dreadfi a lot of alecks kept on moaning as though they hoped to raise the dead. And then the choir sang dreary dirges, in voices wet with useless tears, till we could hear the wailing surges of Death's cold river, in our ears. No hope inspiring hymns they lifted, but dirges full of maudlin whines, and women wept and strong men wilted, and felt pink gooseflesh down their spines. Oh, when I die, and folks assemble, to see that I am planted right, let no man spiel, with voice a-tremble, about my sins or virtues bright. What man may say will cut no figure when I have met the common fate, and I step up, with pep and vigor, to dodge old Peter at his gate. No, let the urbane undertaker get busy, like a dead game sport, and take me to the cemetery like one of this world's ordinary sort.

The average person of moderate means in the hour of bereavement is in no mood to bargain over the cost or to protest against excessive charges. Some people delight in pomp and display. It is a commonplace that people in poor circumstances are prone, from mistaken pride,, to order a far more expensive funeral than their means warrant. The undertakers are naturally not the ones to advocate economy. Yet Mr. Dowd discussed the matter frankly with leading undertakers and found considerable difference of opinion among them as to what was reasonable and what was excessive. It was generally agreed, however, that there were too many irresponsible men in the business who took advantage of their opportunities to profiteer.

Advocates Cremation.

The author is a strong advvocate of cremation as the most proper disposal of the dead, and gives a number of facts and figures to show the steady increase in the method in Britain, America and Europe. It is cheap, sanitary and dignified. In England it costs about $25, with a minimum of $11, while in the 74 crematories of the United States it averages $35. In the Montreal crematory only a nominal fee of $10 is charged. There is in some quarters a religious sentiment against it, but considering the number of Christian martyrs who have been burned at the stake—including Joan of Arc—there should be no just ecclesiastical objection to it, and many prominent churchmen have advocated it. There is nothing repulsive about the act. The body is placed in a retort during the burial service, an intense heat is cconcentrated upon it, a rose-colored flame envelopes it, and in an hour or so it has dissolved into a little hap of ashes. "Ashes to ashes, dust to dust."

Professional Notes

Jas. Ross, the veteran "general service man" of New Glasgow, N.S., accompanied the remains of Rev. Allan Simpson, D.D., Presbyterian minister, aged 80 years, from New Glasgow to Halifax, November 15, for burial. The body was taken to Park St. Presbyterian Church for service, after the arrival ofo the train. The deceased clergyman was a former pastor of this church. A sad feature of this case is that the wife of the deceased died September 10 this year. Death did not separate them long.

Mr. Girard, of Girard & Godin, Three Rivers, Que., was in Halifax laast week on business, and was given a hearty welcome for his initial visit.

J. R. Snow and Bobbie Burns (not the noted poet, Bobbie Burns, but one noted in hiis own particular profession of F. D.) of Snow & Co., Ltd., were out "after game" last week-end&, anad successfully landed twelve rabbits and one partridge. Some hunters, we may well declare! Rabbit stew and rabbit pie was the order of the day.

Leonard Grant, of New Glasgow, N.S., the newly appointed represenetative of The Evel Casket Co. of Hamilton, Ont., for the Maritime Provinces, was in Halifax the middle of November in the interest of said firm. The Evel Casket Co. are to be congratulated on having secured the services of such an efficient representative as Mr. Grant.

That was a splendid issue "Sunnyside" published during October, commemorative of its "Golden Jubilee," and we were pleased to see our own R. U. Stone and W. J. Stewart prominent among the contributors.

The Roman catacombs are 580 miles in extent, and it is estimated that something like 15,000,000 dead are there interred.

Contracts have been awarded for the erection of the Universal Cement Casket Co's. plant at Dunnville, Ont.

A number of cemeteries along the St. Lawrence River will be submerged if plans approved by the hydro-electric commission engineers before the international joint waterways commission are put into effect, is the contention of a number of funeral directors in the cities and towns along that waterway. Buried in these cemeteries are Sir James Whitney and a number of United Empire Loyalists, and provision for the removal of their bodies would have to be made.

Albert Miller, the man who, it is claimed, carried the British message to the troops at Mons to "cease fire," that actually ended the war, was given a hero's burial in Fort Erie's St. Paul's Church Cemetery last month, under the auspices of the Great War Veterans' Frontier Post. Mr. Miller died in Buffalo.

Nine persons weere instantly killed on Nov. 19 when a Sanata Fe flier struck a funeral car on a crossing fourteen miles west of Chicago. John E. Pettoske, funeral director in charge, and four men, two women and two children were killed. Seven of the victims were terribly mangled. Two of the victims were the parents of two-year-old Emily Zieminim, whose funeral was being held.



This is a group of delegates who attended the formation meeting of the Canadian National Funeral Service Association last summer at Winnipeg. Photo, courtesy of A. B. Gardner, Winnipeg.

The Season's Greetings
to all
Members of the
Profession

May happiness be yours throughout this Christmas Season and throughout the year to come.

Dominion Manufacturers, Limited

WALNUT QUARTER

No. 571 **No.**

This casket was introduced only a year ago, but, by
Canada have proved that it is a design that meets wi
wood—not veneered; and the simplicity of design giv
you have not one of our latest price lists we shall be

Remember that only the highest qu



It has always been our aim to raise our service to the
and workmanship we believe we have succeeded, as
co-operate with you and render service to the

DOMINION MANUFACTURERS, LIMITE

UT OAK MAHOGANY

No. 572

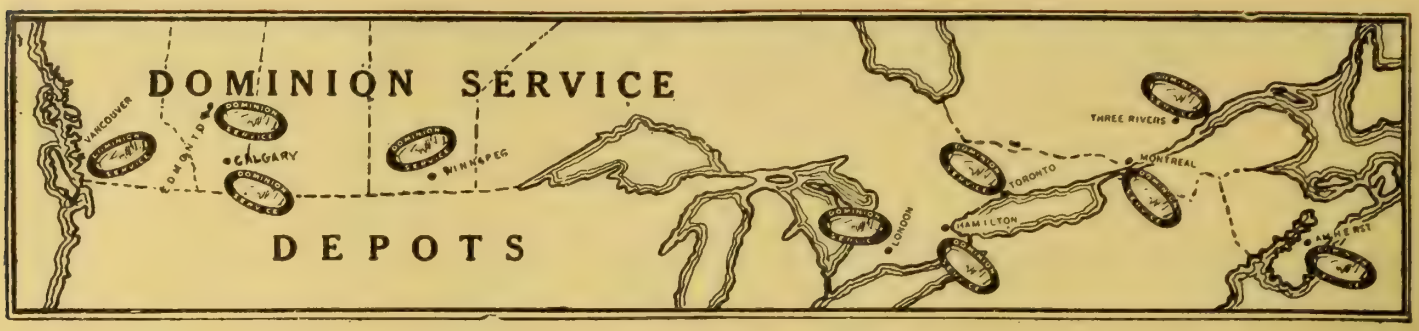
mands that have been made for it, funeral directors in ir complete approval. It is constructed of solid hard- n appearance of dignity that is very much desired. If to send one to you.

naterials are used in these caskets.



l director to the very highest level. In quality, variety s in the matter of prompt shipments. Our desire is to st possible extent.

Head Office and Show Room **Toronto, Ontario**



DOMINION SERVICE

VARIETY QUALITY

Extends from Coast to Coast

With the beginning of a new year every progressive Funeral Director should make up his mind to take full advantage of the service we can offer him. By doing so he is doing justice to himself and also giving his client the greatest satisfaction.

Our service is just as good in one locality as in another, so send your rush orders to the nearest branch listed below.

The National Casket Co.,	Toronto
The Globe Casket Co.,	London, Ont.
The Semmens & Evel Casket Co.,	Hamilton
Girard & Godin Limitee	Three Rivers, Que.
Christie Bros. & Co.,	Amherst, N.S.
The Semmens & Evel Casket Co.,	Winnipeg
Girard & Godin Limitee, (Branch)	Montreal
D. W. Thompson & Co.,	Toronto
Vancouver Casket Co.	Vancouver
Winnipeg Casket Co.	Winnipeg
Winnipeg Casket Co.	Calgary

DOMINION MANUFACTURERS, LIMITED

CAN EMBALMING BE SAVED?

IS EMBALMING WORTH SAVING?

Written for Canadian Furniture World and The Undertaker

By HOWARD S. ECKELS

Is embalming worth saving? We have said comparatively little on this subject, yet nothing which has been written so far is as vital to the interests of the profession, perhaps, as is an expression on this point.

Perhaps the best way to illustrate the importance of embalming to the undertaker will be to compare conditions today with those which obtained before embalming was commonly practised.

Not many years ago I heard Stephen Merritt say that when his father buried John Jacob Astor, the elder, he furnished a mahogany casket which he himself made. The entire funeral bill was $50.00. Even this sum was hailed by the public press as wild extravagance and much censure was visited upon the elder erritt for his "colossal charge."

Viewed as a comercial enterprise, which undertaking then was, it was restricted to commercial charges for commercial services and commercial products—and $50.00 a funeral seemed the utmost limit possible. They say that times change only because progressive men compel them to change.

Progressive men popularized embalming. Progressive men made this a profession. Progressive men made it possible to hold the funeral at the convenience of the family and not at the vagaries of the weather. Progressive men made it possible by proper embalming and thus robbing the dead body of some of its inherent horrors. Progressive men made possible the modern funeral—and the modern casket. But I hear the advocate of vein injection, when these facts are brought to their attention, constantly assert that they do not depend upon the veins alone for circulation, that the arteries reach wherever the veins do not.

They should say the arteries reach and the veins do not. But it suits their purposes better to assume that there is virtue in carrying vein injection as a side line.

No good salesman carries a side line of goods which his own house does not handle—at least does not carry a side line in territory that is populous. No progressive house permits its representatives to carry side lines. That is left for fly-by-night houses and sales failures.

Vein injection as a side line has no field of usefulness greater than its sales possibilities. If the goods which he carries are what they purport to be, the salesman needs no side line, unless he is inefficient and unable to represent his own house's products properly.

No man who knows the arterial circulation needs vein injection as a side line. If he knows what he is doing and why he is doing it, he invariably can secure circulation through the artery and the absolute saturation of every particle of flesh and fibrin in the body.

Occasionally an embalmer writes me that on some case he has in mind "circulation could not be obtained."

What he should have said was that "he could not secure circulation."

This is quite a different matter. The circulation was there for him to obtain if he knew how to obtain it. That is as certain as that night follows the day, because obviously since a man lives until he dies, and lives only because the blood is circulating in his arteries and draining back to the heart through the veins, it should be perfectly clear that if his tube is properly inserted and his fluid is scientifically compounded, that circulation can be obtained—thorough circulation, complete circulation and circulation which reaches to the remotest parts of the body. Since this is true why fall back upon the fakirs' panacea—vein injection.

But why carry this point further? It is obvious to every thinking ma nin the profession that the only "embalmers" who now are practising the vein injection method are of the same mental and moral stripe as the salesman who carries a side line, because he does not possess either character or stamina enough to make a living selling his regular one.

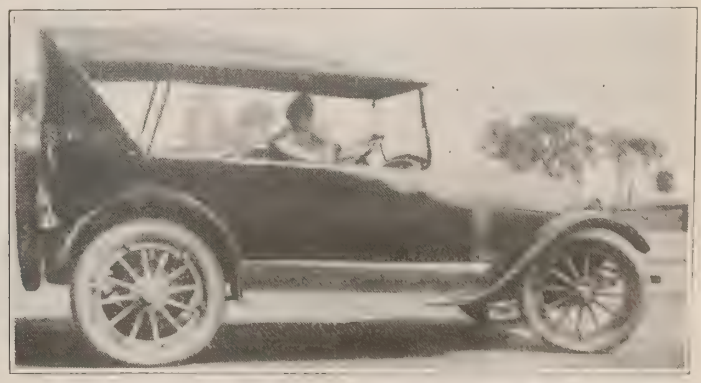
Is embalming worth saving? Ask the more than a hundred thousand men and women undertakers and assistants who make it their chief and most lucrative occupation.

Ask the hundreds of thousands of families whose sorrows embalming has lightened, whose convenience it has served, whose hopes it has gratified and whose safety it has secured by destroying germs of disease and decay.

Ask the casket manufacturers whose business it has foster-



D. G. Gillies, Springfield Ont., and his new motor hearse.



Mrs. Gillies in the new service car, part of her husband's motor equipment.

ed by producing a cosmetic effect that literally called for an appropriate casket.

Ask the manufacturers who have more than thirty million dollars invested in the production of funeral supplies. Ask their thousands of employees. Ask the undertakers who have millions of dollars invested in model and modern funeral homes, undertaking parlors and automotive equipment.

When a body is not in condition to be seen the cheapest casket serves the family's purpose as well as does the best.

Look at the undertaking establishments; look at the coffins and the equipment in general used in Great Britain, where embalming rarely is practised. Compare them with those of this country and ask yourself "is embalming worth saving?"

APPRECIATION OF CAREFUL EMBALMING WORK

THE following correspondence recently received by Mr. Knechtel, Toronto, explains itself. It has to do with a case which Mr. Knechtel undertook to look after at the beginning of this fall, when he was called in to prepare a body for shipment and burial abroad. The letters from two English funeral directors tell the story of how the work was done and its effect on the profession and the public in the Old Country:

What the Profession Thought

5 & 7 Copy Nook, Blackburn, Oct. 31, 1921.

Mr. W. N. Knechtel,
York Burial Co., Toronto.

Dear Sir:—We received casket containing remains of the late Ellen Lomax and I am pleased to be able to report that the body was in very fine condition, and I wish to take this opportunity of congratulating you on the excellence of your work, both as regards the preservation of the body as well as the casket. It was the nicest casket I ever saw, and it made me realize how much your methods are ahead of ours. Without blowing my own trumpet too much, it is generally admitted over here that I am one of the most efficient of our English embalmers, and, whilst I know this is rather hyper-critical, I just want to give you a thought or two: After a good inspection of the body, I came to the conclusion that you had used the right axillary artery, first injecting the right arm. The right hand was completely filled up and seemed to be as hard as iron. The left hand hadn't received so much fluid, and the skin was quite slack and not filled out at all, and it made me decide that in my next shipping case, If I was doubtful about the left hand, that I would either keep up the injection, or heat the left arm separately. Now, my dear sir, don't misunderstand me. I am hyper-critical in these remarks. I never saw a better job, and everybody here is delighted with your work.

When the English pound is worth full currency in your country, and the freightage is more normal, I hope to be able to have a consignment over of caskets similar to the one you have supplied, and I will be pleased if you can put me on the best market for them. Will you please consider the matter and drop me a line?

Yours sincerely, W. Scales & Son, per F. Scales, M.B.E.S.

Impression on Public

424 Whalley New Road, Blackburn, Lancs.,
November 2, 1921.

York Burial Co., Toronto. Ont.

Dear Mr. Knechtel:—I have great pleasure in writing you these few lines thanking you for the exemplary manner in which you carried out the work of shipping the body of Mrs. Lomax for burial in Blackburn.

I had no trouble whatsoever, as everything was in excellent order, and the body was released by the customs at Liverpool within fifteen minutes of arrival.

I had the body taken to above address, and taken out of the shell for four days, and I will not be exaggerating if I say that at least 150 people, including five undertakers, one coming from another town, were present, and they state that they have not seen anything to compare with the work you have carried out.

The body was in exactly the same position (not having moved a fraction of an inch) as when leaving Toronto, and the color was just the same.

All the people who saw the casket say that it was a shame to put it in the grave, so that will give you an idea what the people thought of your undertaking.

I remain, Yours truly, G. T. Dickinson.

MATTHEWS CO. REMODEL FUNERAL HOME

The F. W. Matthews Co., Toronto, have just completed extensive alterations in their premises. On the lower floor the parlors have been enlarged and new furnishings added, making it one of the finest "funeral homes" in Canada. Up-stairs the whole floor has been thrown into one big showroom by taking down the partitiions. Here complete funeral outfits can be viewed conveniently and in comfort.

The man who has never had a desire that was not met does not get half so much real joy out of life as you do.

A Merry Christmas
A Happy NewYear

At this glad Christmas season we are privileged to extend to our many friends in the profession our best wishes for your happiness.

CaranaC Laboratory
"The All-Canadian House"
Peterborough - Ontario - Canada

A Christmas Message

Our best wishes for a Merry Christmas are extended to all, and we gratefully acknowledge the many favors shown us in past. May we hope for a happy continuance of the many friendships we have made. Another year is almost upon us and it is our earnest hope that it will bring health and prosperity to our friends and patrons. May joy be yours this coming Christmastide.

Evel Casket Co., Limited

Hamilton, Ontario

THE LONG, LONE TRAIL

The following article is taken from the *Echo*, East Ham, South Essex, England:

What is surely a remarkable funeral has just taken place in East Ham. Some 18 years ago, Mrs. Agnes Beach, whose parents reside at 127 Shrewbury Road, went to Canada. Her husband holds a responsible post under the Canadian



THE LATE SCIPIO E. BAKER
President of the Champion Chemical Co. whose death was recorded in our last issue.

Pacific Railway and they had 14 children, their home being at a place called Argo.

Mrs. Beach was seized with typhoid pneumonia, from which she died. She had expressed a wish to be buried in Woodgrange Park Cemetery. The body having been beautifully embalmed, a custom which, we understand, is somewhat prevalent in the Dominion—was placed in a casket, which in turn was enclosed in a massive steel shell with solid brass handles. It was then taken to the coast and placed on board the S.S. Victorian Princess which reached Liverpool on Sunday, April 24th.

Mr. G. H. Brown, a well known undertaker of 330 Katherine Road, took charge from the moment of arrival in England, and the body was brought to Euston, and from there by motor hearse to East Ham.

The ttal weight was approximatelv 8 cwts, the steel frame being rather over 5 cwts. Its length was 7 ft, 3 inches; its width 2 ft. 2 inches. The casket containing the body was taken out and conveyed to 127 Shrewbury Road where it remained until the interment on Saturday, whilst the huge case [illegible] at the establishment of the undertaker, where during the week it attracted considerable attention, large numbers of men and women coming to inspect it, and to make enquiries in regard to it.

A special grave had to be prepared and the case was placed in it some while prior to the funeral.

The first part of the service was at the church of St. Edmund King and Martyr, and from there the cortege proceeded straight to the grave at Woodgrange Park Cemetery, where the casket containing the remains was lowered into the massive steel shell which had accompanied it for so many thousands of miles. The whole of the arrangements were admirable, and not the least difficulty was experienced.

There were a dozen mourners, including the father of the deceased lady, and some of her sisters, the mother being unable to attend as she is an invalid.

To show the great care exercised by the Canadian authorities, the outer case had with it three documents setting forth particulars with respect to Mrs. Beach—when and where she was born, where she resided, how long she had been ill, and other data. One of these documents had to be signed by the Superintendent of Woodgrange Park Cemetery and returned to the Registrar-General in the Dominion to satisfy him that the interment had actually taken place.

It is interesting to note in connection with the above that Mr. E. H. Gillespie of Landis, Sask., embalmed this body. It was shipped by Mr. McLaren, funeral director at Biggar, Sask. It cost the relatives $300 from the time the body left the boat at Liverpool until the funeral, which was a month and a half from the time the body was embalmed. Before burial it was kept on view for a week in one of London's largest funeral parlors.

UPRIGHT BURIAL

Burial in an upright position is not unknown. There are the cases of Ben. Jonson, who was interred in Westminster Abbey, and of Thomas Cooke, governor of the Bank of England from 1737 to 1739, who died at Stoke Newington, 12th August, 1752, and by his directions his body was carried to Morden College, Blackheath, of which he was a trustee ; it was taken out of the coffin, and buried in a winding sheet upright in the ground, according to the eastern custom. Mr. C. Spelman, recorder of Nottingham, was buried in 1679 upright in a pillar in Narburgh Church, the inscription being directly against his face. Hearne, in his "Collection of Antiquarian Discourses," mentions that captains in the army were formerly buried in an upright position. He remarks : "For them above the ground buryed, I have by tradition heard, that when anye notable captayne in battle or campe the soldyers used to take his bodye and to sette him on his feet uprighte, and put his launce or pike into hiss hand, and then his fellowe souldyers did travell and everye man bring so much earthe and laye about him as should cover him, and mount up to cover the top of his pike."

Car Worth Having

Hen Peckem—How do you like your new automobile, Harker?

Harker—Not much. Why, it makes so much noise when I take my wife out on a spin I can't hear a word she says for miles and miles.

Hen Peckem (quickly)—Great Caesar! How much do you want for the machine?

Yes. How Dare He?

Cop (angrily, to fair motorist) : The nixt time ye don't stop at me signal, I'll pinch ye!

Fair Motorist (coloring) : How dare you!

IN LIGHTER VEIN

Smiles and Near-Smiles

Perhaps the Proofreader Was Right

"Where's that infernal proofreader?" shouted an irate man with blood in each eye.

"He certainly would be right hard to find now," said the editor uneasily. "What's he done this time?"

"In the advertisement for my valveless motor he turned the second v into a u!"

* * *

Wouldn't Hold Him to Promise

Stern Parent—"Edwin, didn't you promise me not to play marbles again?"

Little Edwin—"Yes, sir."

Stern Parent—"And didn't I promise to whip you if you did?"

Little Edwin—"Yes, sir; but I forgot to keep my promise, so I won't hold you to yours."

* * *

Home Credit Problems

Dialogue between husband and wife at the breakfast table:

"Swinburne, what do you think; the grocer has refused to give us any more credit."

"Well, my dear, perhaps we ought to give one of the other grocers a chance."

The Explanation

First Student—"The idea; my napkin is damp!"

Second Student—"Perhaps that's because there is so much due on your board."

* * *

When Wife's Away

Any old rags to-day, sir?

Henpecked—No, no; my wife's away in the country.

Hawker (rubbing his hands)—Ah! Any empty bottles?

* * *

Why Did She Laugh?

"Those hills," said the tourish, "are too steep for even a donkey to climb, so I'm not going up them."

Then he wondered why the girl laughed.

Here is to Christmas and all its cheer
Here is to Santa and his good reindeer
Here is to the kiddies with all their glee
But here is to CANICULA all the year

Wishing You A Merry Xmas And A Happy New Year

Canicula Chemical Co.

366 Bathurst Street Toronto, Ont.

We extend to the Undertakers of Canada our cordial good wishes for your happiness during the coming year. ¶ For your patronage during the past we desire to express our sincere thanks and we trust to merit a continuance of your trade.

MITCHELL & CO. INGERSOLL, ONT.

Builders of Motor and Horse Drawn Undertaker's Equipment

American Impressions of a British Funeral Director

MORGAN R. MORGAN, of Neath, South Wales, some little time ago paid a visit to this side of the Atlantic and has since been contributing a series of articles on his trip to The Undertakers' Journal of London, England. This is how he described Fairchilds' in Brooklyn, N.Y.

Brooklyn is a large city, where many people live under conditions that make it impossible to conduct a funeral service to the satisfaction of relatives and friends. To meet these conditions and provide a place where funerals may be held amid quiet, homelike,



F. W. Wallace of Sussex, N.B. dean of the profession the East, and his two grandchildren.

and secluded surroundings, a villa is set aside for this purpose. It is situated in one of Brooklyn's most beautiful residential quarters, surrounded by large, well-kept lawns, beautiful shade trees, and beds of beautiful plants; in fact, outwardly there is no indication that it is any other than a private house. It is a street centrally situated, yet far enough removed from the busy thoroughfare to be secluded from its noise and bustle. It has no depressing features. The first impression created in the mind of the visitor is greatly intensified by an inspection of the establishment's interior. It is really a beautiful, quiet house—devoted to the inevitable.

The main hall runs the full depth of the building, separating the parlors from the reception-room and offices. A broad, winding staircase and the oak panelling immediately catch your eye, and give a tone of dignity and simplicity that prompts a feeling of appreciation of the thoughtfulness which is apparent in every appointment.

At the right upon entering is the reception-room, finished in pink and ivory with furnishings to match. Here, under the most homely surroundings, with the privacy and comfort of a home, the details are gone into.

At the left of the entrance and immediately across the hall from the reception-room, is the large funeral parlor, simply yet tastefully decorated in bronze brown, with draperies and carpetings to match. It forms a particularly pleasing color scheme; its mellow tones and simple richness are specially appropriate for the purpose. Again you are at home. The possibilities of reducing the large into smaller parlors is a feature that renders it still more appropriate. Then, again, at the rear they have another smaller parlor, which they frequently let to their patrons as a lying-in parlor. For the time being this is kept exclusively for the family of the deceased.

On the second floor are two bedrooms, with adjoining bath and lavatory accommodation for the exclusive use of their patrons. Here the family may remain until after the service, with the assurance of all the comforts of a private residence. One feature is never missing from either room—that is the telephone. This enables them at all times to keep in touch with their relatives and friends.

To out-of-town patrons, residents of hotels, apartment houses, or those whose homes are not available, this is an obvious advantage. This service is offered as a hospitality without charge, and is one of the features of this establishment, arrangements even being made for the supply of meals in the rooms if so desired.

The executive office being on this floor, I had here the pleasure of meeting one of the sons and conversing with him upon the main features of the Home and its multifarious services. The feature that struck me most was its wealth of stationery; its advertising mediums were of the highest order. They gave me the opportunity of selecting samples of any that I was interested in. Amongst those I treasured most was a little card entitled, "Just Away," by Ella Wheeler Wilcox. This card was a folder, with the tile on the front and a fine border in mauve.

Let me give you a specimen of their advertisements used on the street cars. On the left side you have a striking photograph block of the Leffert's Place frontage, its verandah and palasading, with its upper windows all picked out in white. The trees and foliage around, with the dark background, make them stand out in relief, the grounds in front being beautifully laid out in true suburban style. And this is the advertisement that runs alongside:

"Our telephone never sleeps.

The Ideal Service

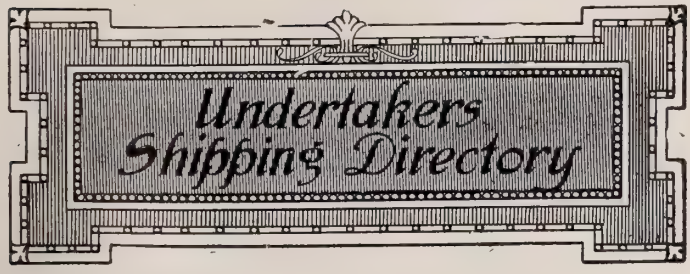
is rendered here, amid quiet, refined and homelike surroundings.

Fairchild Sons, Funeral Directors, 86 Leffert's Place."

Does it appeal to you? If not, then I have failed to convey a true impression. However, I can truthfully say it did to me, and I long for the day when our trade will so admirably cater for the public as do the Fair-

I have purposely refrained from describing the mortuary, which is in the basement, its general offices and show rooms all kept well in the background—very necessary but not obtrusive. The garage is again in keeping with the Home. It is at the rear of the villa, and is approached by a private driveway and beautiful lawns. There is but one other feature of the Fairchilds' activities. Adjoining the garage is a camp chair factory. It may be news to your readers that every funeral establishment keeps a large stock of camp chairs, which are hired out to their patrons for the funeral service which is at the Home. Therefore, they not only supply themselves, but the trade, in this department.

Roy Hosea was a caller at the office during the month. Roy comes down to the city occasionally to see his friends.



ONTARIO

Aylmer—
Pierce & Co.
ie—
W. D. Middikin.

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.
Williams & Cann.

Brantford—
Thorpe Bros.
Funeral Directors.
Successors to H. S. Peirce.
Both phones, 200.

Chatham—
A. L. Jahnke.

Dungannon —
Sproul, William

Elmira—
Chris. Dreisinger.

Fergus—
Geo. B. Thomson. Office phone, 194. Residence phone 209.

Hamilton—
Blachford & Sons.
57 King Street West
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler, proprietor

Kingston—
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Midland—
A. Barrie.

Mount Forest—
Walsh & Weston.

North Bay—
F. J. Martyn.
Wagar Furniture Co. Ltd.

Orillia—
Mundell, J. A. Phone 126.
150 Mississaga St

Ottawa—
Geo. B. Burney, formerly of Rogers & Burney, 338 Somerset St., Phone, Queen 81.
Geo. B. Burney, H. B. Burney.

Oshawa—
Luke Burial Co.
D. W. Dalton, Motor Equipment.
Disney Undertaking Co.

Owen Sound
R. A. Breckenridge.

Paris—
H Hudson & Son

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.
P. R. Williams & Sons.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Downs & Fleming.

Toronto—
Cobbledick, N. B.
1508 Danforth Ave., and 2068 Queen St. E.
Auto equipment for all branches of service.
Phone Beach 73.
W. N. Knechtel,
1202 Yonge St.
Motor equipment for all branches of service.
Motor ambulance.
Phone North 4400.
The Fleury Burial Co.
685 Queen St. E.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Walkerville—
A. Norris & Son.

Welland—
J. J. Patterson & Sons.
Sutherland, G. W.

Whitby—
Nicholson & Seldon.

Windsor—
A. Norris & Son.
J. A. Oates.

Woodstock—
Paul Bedford.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

ALBERTA

Banff—
Jas. A. Reid
346 Otter Street.
P.O. Box 53. Phone 99.

QUEBEC

Montreal—
Geo. Vaudelac, 1329-1332 Rue Cadieux and 68-70 Rue Rachel. Phone. St. Louis 1203.
Tees & Co.,
912 St. Catherine St. W.

NEW BRUNSWICK

Moncton—
Tuttle Bros.,
171 Lutz St.

St. John
P. J. Fitzpatrick,
98 Waterloo St.

The Canadian Dollar Is Worth 100 Cents

At the Canadian establishment of H. S. Eckels & Co. (Robert S. Flint, Manager, Toronto, Ont.), because your cheques are deposited in a Canadian bank at full face value. That is why, despite the temporary unfavorable exchange situation with the United States, we are enabled to make you a very considerable saving.

The Eckels embalming fluids are prepared in Canada from materials compounded by H. S. Eckels, according to formulae known to him alone.

H. S. ECKELS & CO'S CANADIAN LABORATORIES

Robert S. Flint, Manager, 142 Quebec Ave., Toronto, Ont.

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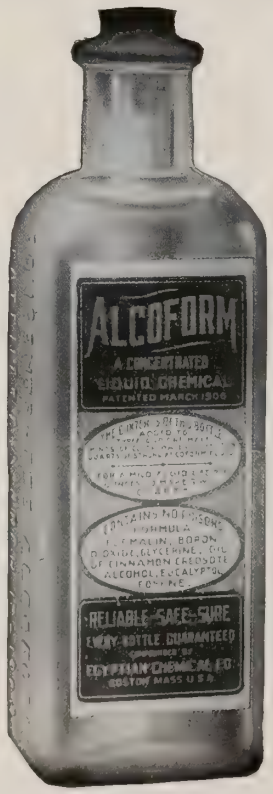
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The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

FOR SALE—WANTED

50 cents per insertion up to twenty-five words. Each additiona word two cents. If box is required 5 cents extra to cover postage

POSITION WANTED.—Qualified Embalmer and Funeral Director, 9 years experience with one firm, can drive motor. Will furnish references. Apply Box 134, Canadian Furniture World & Undertaker, 51 Wellington W., Toronto. 12-1

WANTED—Position as embalmer; city or country. Seven years experience. Also had experience on furniture floor. Single. Can furnish best references. Furniture World. 12-1

BUSINESS FOR SALE.—Furniture and Undertaking Business for sale; a real opening for a beginner; good stock of furniture; new motor hearse; horse hearse and team; casket wagon and full undertaker's equipment; also house and lot. Lease can be secured on store. Will sell for one hundred cents on the dollar. Box 135 Canadian Furniture World & Undertaker, 51 Wellington W., Toronto. 12-1

WANTED—Position by Licensed Embalmer; 2 years experience; neat appearance and good references. Am able to take charge of business. Apply to Box 133, Can. Furniture World, 51 Wellington St W, Toronto. 21-8

TO AUCTIONEERS—Young man wants position to qualify for auctioneer; some experience; can furnish good references; not afraid of work. Apply Box 130, Canadian Furniture World, 51 Wellington W., Toronto.

FURNITURE LINE WANTED

Advertiser wants one furniture line on commission for Western Ontario. Toronto, West and South to Windsor and Sarnia,., North to Wiarton and the Niagara Peninsula. At present carrying only the Gendron Manufacturing Co. line. Over 15 years experience on the ground. W. H. Bateman, 42 Parkway Ave., Toronto.

The CHAMPION FLUID OF CANADA



For it's 100% Pure Chemicals

CHAMPION is unequalled as a preservative, even in the most extreme cases and produces that life-like appearance that means prestige for the Undertaker.

Champion protects your reputation and saves needless worry

Write for our illustrated catalog and learn of the many other articles mrnafactured for the Undertaker.

The Champion Chemical Co.

Dr. G. W. Ferguson, Canadian Manager
38 LEUTY AVE., KEW BEACH - - TORONTO
Canadian Manufacturing Plant: WINDSOR, ONT.



41 Years in Business-Means-Satisfied Embalmers



The Canadian Mersereau Co. Limited heartily extends to the furniture trade their most sincere greetings for a Christmas of unalloyed pleasure and a year to come of prosperity and health, and also bids you welcome to their display of Mersereau Beds, Way Sagless Springs, etc., which will be held

January 9 to 21

During the next year there is no doubt that dealers will draw the line more sharply between quick selling lines and stragglers—conditions demand it.

Keep your eye on the Mersereau line, it is a line that pays.

The Canadian Mersereau Co., Limited

Florence Street, Toronto, Ont.

BUILDERS OF BRASS BEDS OF QUALITY